

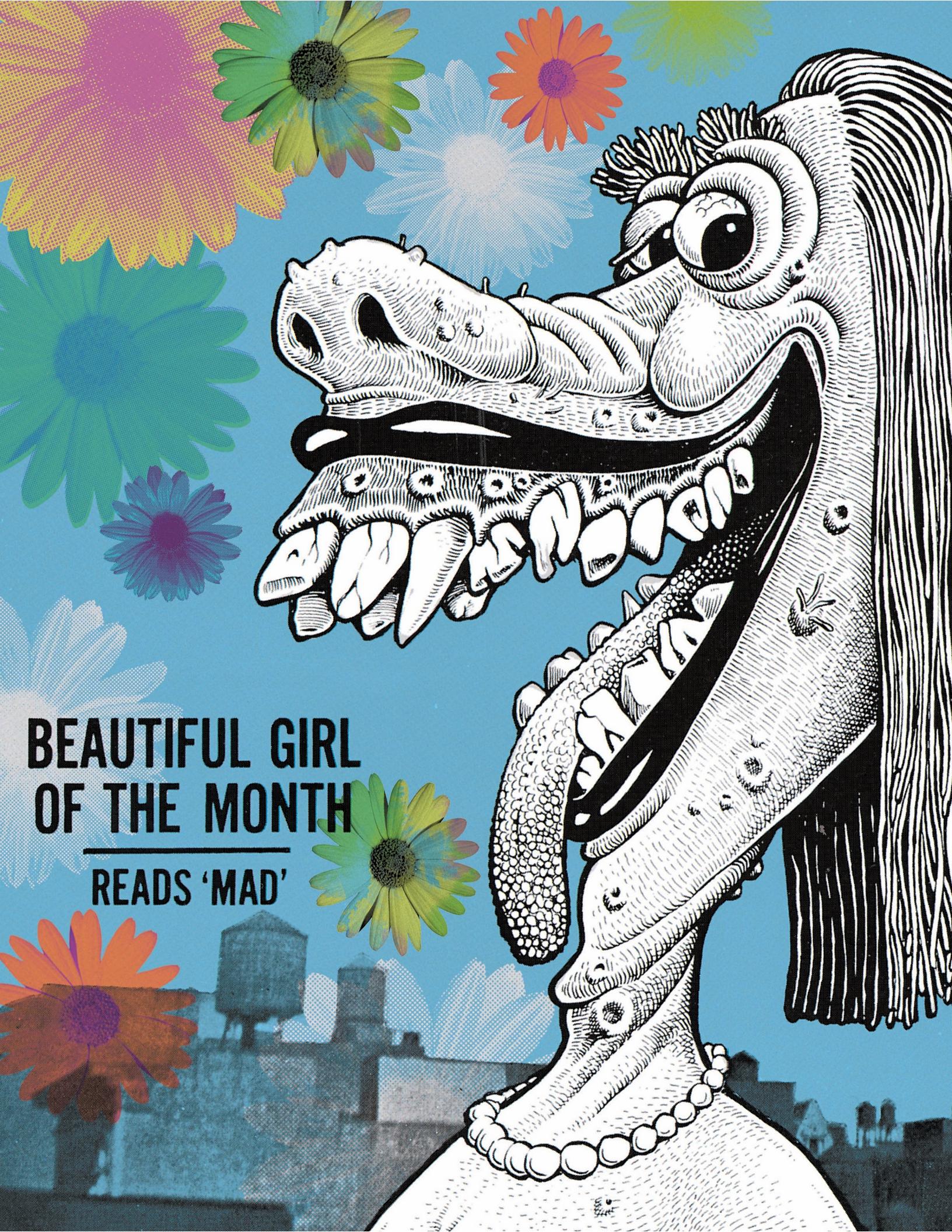
NO. 42
APR
2025

MAD



BEAUTIFUL GIRL OF THE MONTH

READS 'MAD'



MAD

NO. 42 APRIL 2025

WILLIAM M. GAINES FOUNDER

SUZY HUTCHINSON ART DIRECTOR

BERN MENDOZA ASSOCIATE ART DIRECTOR



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- 06 Body Modification Trends of the Future, MAD #369, May 1998
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- 54 A MAD Guide to Radical Self-Improvement, MAD #14, Aug 2020
- 56 The Final Face Lift, MAD #10, Dec 2019, MAD #3, Oct 2018



CONTRIBUTING ARTISTS & WRITERS The Usual Gang of Idiots

EDITORIAL CONSULTANT Paula Sevenbergen

INSIDE BACK COVER A MAD Fold-In by Johnny Sampson

VARIOUS PLACES Drawn Out Dramas by Sergio Aragonés

COVER ARTIST Tom Bunk

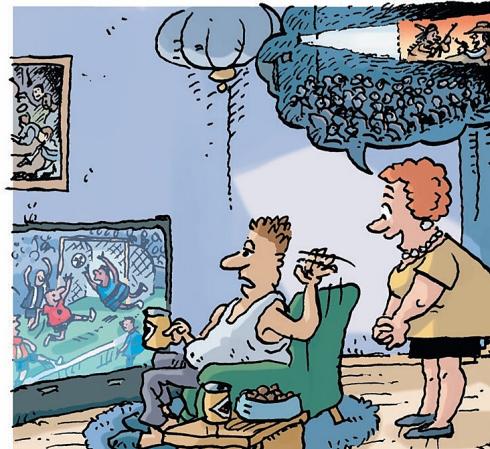
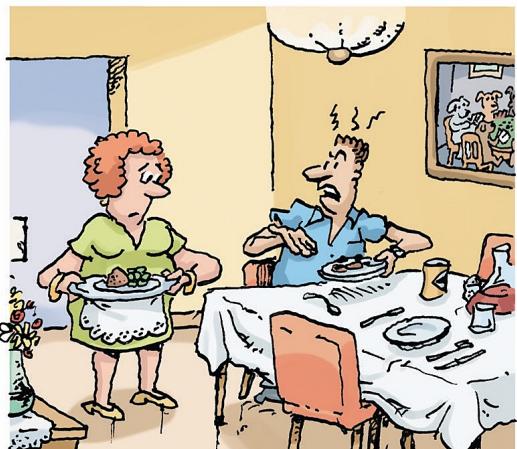
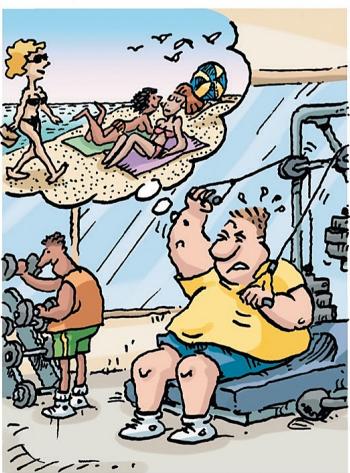
ORIGINALLY PUBLISHED IN MAD #11, May 1954
ARTIST BASIL WOLVERTON
WRITER HARVEY KURTZMAN

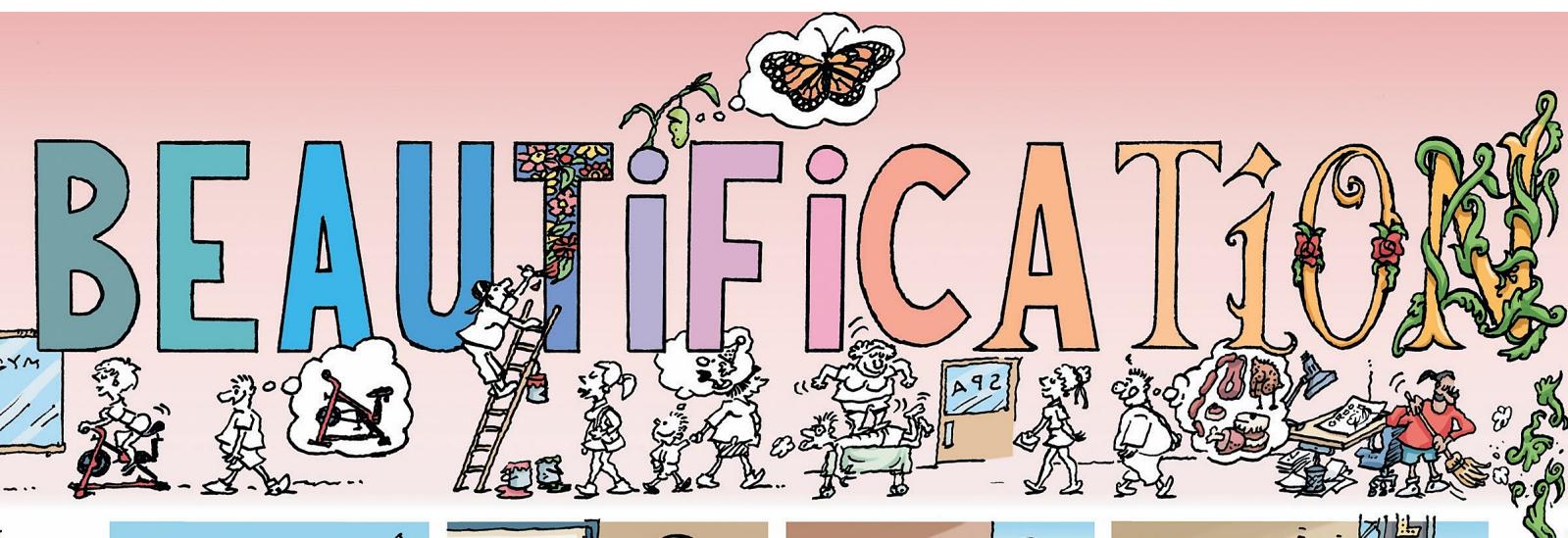
The vintage MAD pieces reprinted in this issue were produced in a time that was less mindful and sensitive to matters of race, gender, sexual identity, religion, and food allergies. The text of these articles is presented mostly unaltered (and with crossed fingers) for historical reference.



SERGE-IN GENERAL DEPT.

A MAD LOOK AT

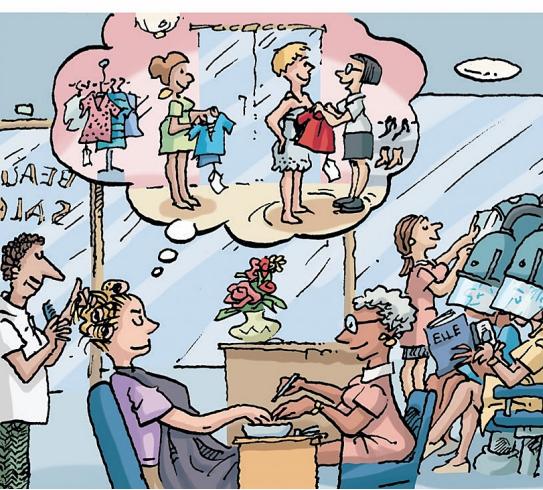
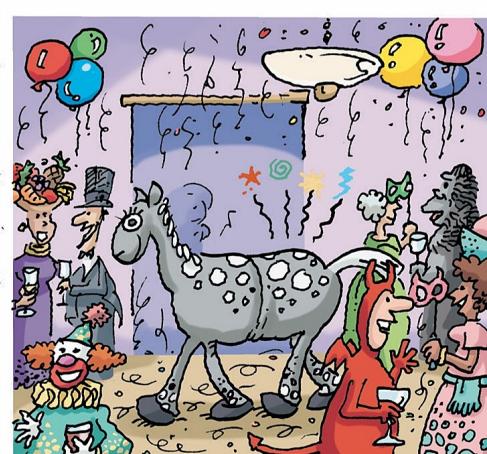
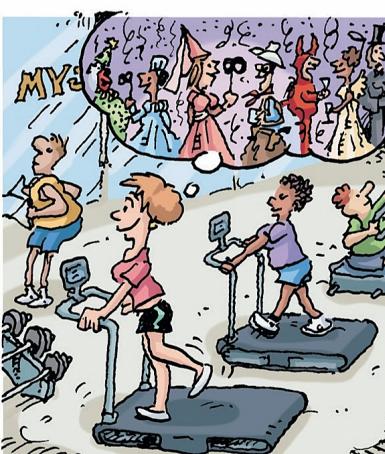
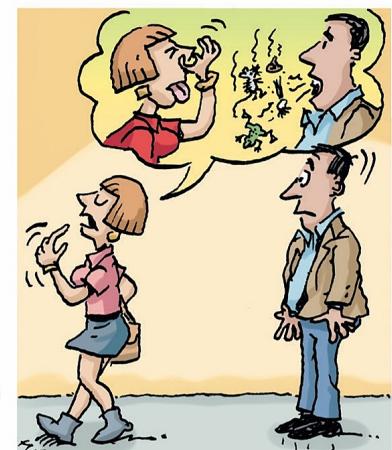
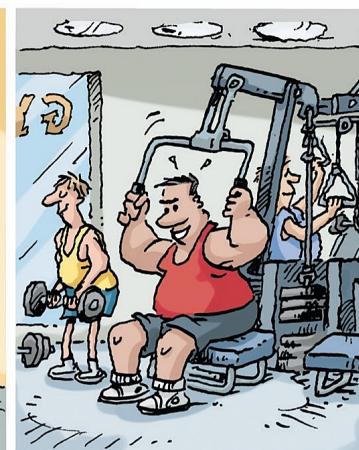
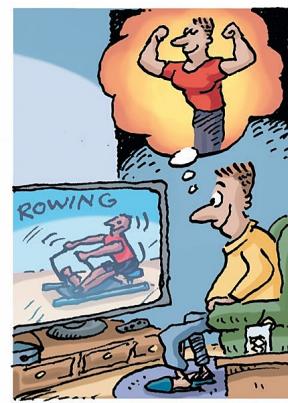




WRITER & ARTIST SERGIO ARAGONÉS COLORIST CARRIE STRACHAN









CAUTION! RECONSTRUCTION AHEAD DEPT.

Every generation develops its own "protest look." In the sixties, the ultimate expression of rebellion was to have long, greasy hair. Today, the only people with long greasy hair work in the film industry or manage comic book shops. Currently, tattoos and body piercings identify Gen-X trendies rebelling against society and their parents. But tomorrow, you might need tattoos to get into the Boy Scouts! That's the problem with protest looks—society eventually accepts and gets used to them, meaning the next generation has to come up with an even more outrageous and grotesque trend. What does the future hold? Let's travel down not-yet-memory lane and explore...

BODY MODIFICATION TRENDS OF THE FUTURE

WRITER BRIAN & SEAN FARRELLY
ARTIST TOM BUNK



2000 RASTA NOSTRILS

The exotic, reggae-drenched underground cool of Rastafarianism hits cultural peak when the nose-hair fad sweeps the nation.



2012 BODY WARPING

Leg and arm bones are deliberately broken and permanently reset in positions that nature never intended. Favorite styles include the "butterfly knot," the "pretzel," and the ever-popular "YMCA."



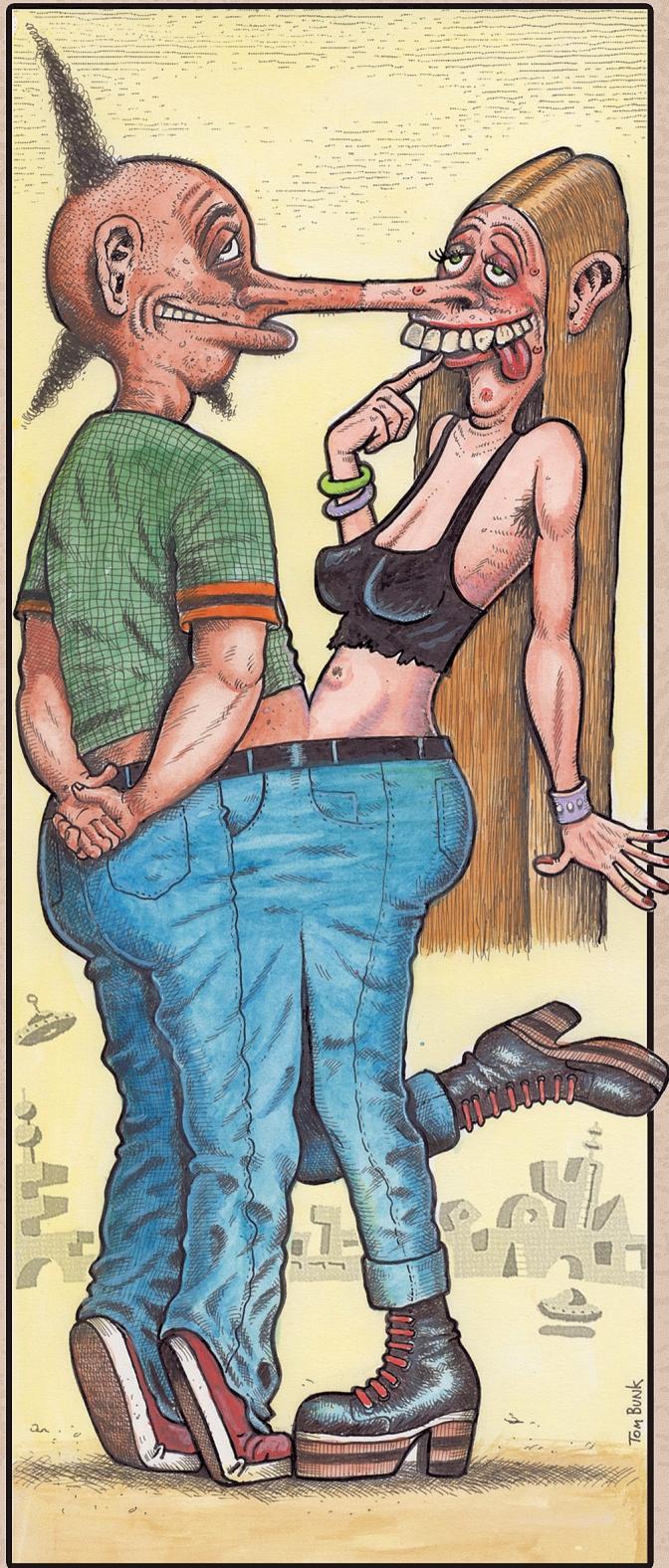
2023 **PIRATE COOL**

Needless amputations and prosthetic limbs become the ultimate in radical fashion when a look dubbed "pirate cool" sweeps the nation. Kids everywhere go in for peg legs, hooks, and laser eye removal surgery.



2026 **WRINKLE CHIC**

An offshoot of the baggy pants look of the 90s, baggy skin becomes all the rage. People have their epidermis pulled and stretched like saltwater taffy until their faces and bodies attain that wrinkly, casual, totally fly shar-pei dog look.



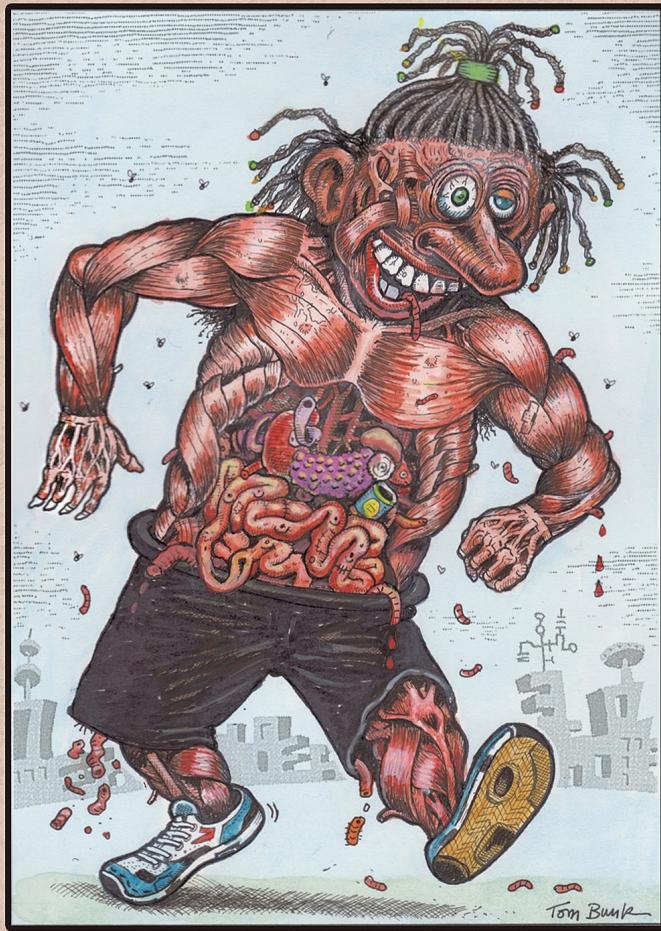
2028 **BODY WELDING aka CONJOINOPLASTY**

Having your boyfriend's or girlfriend's name tattooed on your body is no longer enough to express your eternal devotion. Instead, couples display their commitment to each other by undergoing "body welding," a process in which their flesh is stitched together at a spot of their choosing, joining them forever in a permanent bond of love and togetherness.



2030 UNICORNPLASTY

Tough guy wannabes everywhere have a unicorn horn surgically implanted in their foreheads. Besides having a new symbol of their rugged individuality, they can also take part in bloody head-butting contests to settle their mating, financial, and sports trivia disputes with friends and rivals.



2036 CELLOPHANE STYLE

Layers of skin are surgically removed and replaced with clear transparent plastic in order to expose internal organs and blood vessels, attaining the trendy "Slim Goodbody/visible man" look.



2033 TATTOO A-GLOW-GLOW

Flourescent ink and microchips implanted undernaeth the skin make possible the newest in body augmentation-flashing neon tattoos! Programmable to flash different messages, most opt to announce their allegiance to a gang or a band, or to publicize there homepage on the web.

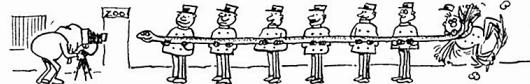


2040 CRITTERIZING aka MANIMAL MORPHING

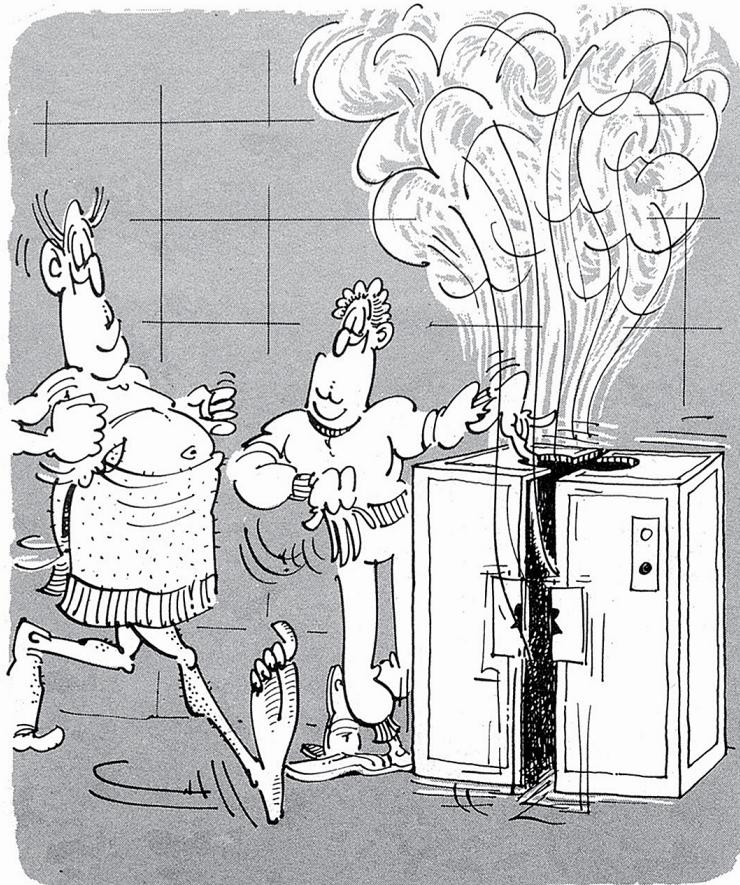
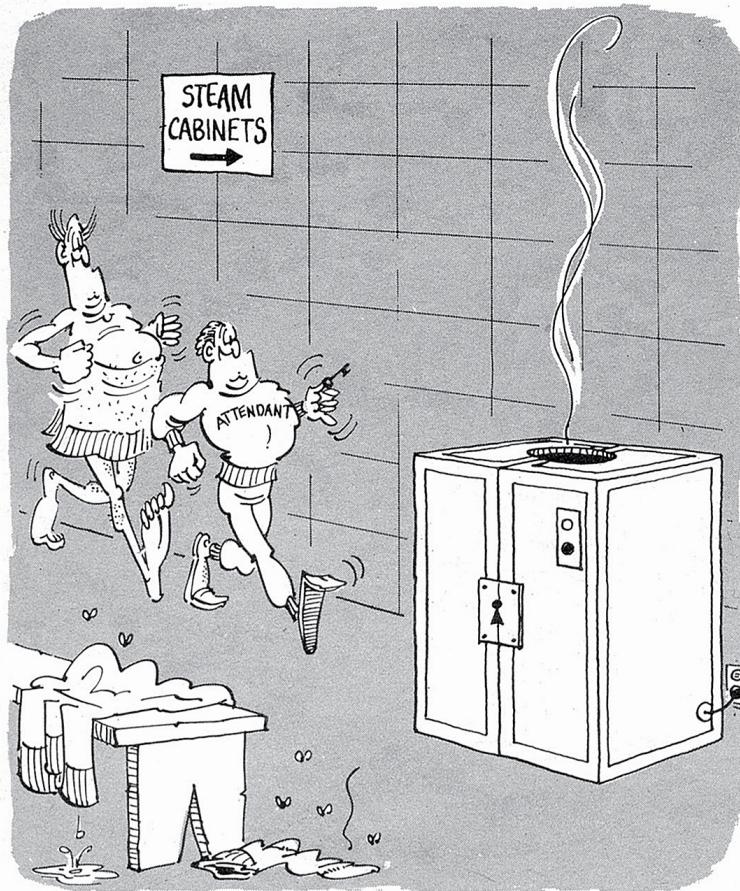
Radical animal lovers undergo procedures to resemble the creatures the most adore. Elective options add udders, humps, and marsupial pouches. Sea lovers have blowholes and gills created, and can add steel wire piercings through their cheeks, creating the makeshift catfish look so in vogue.

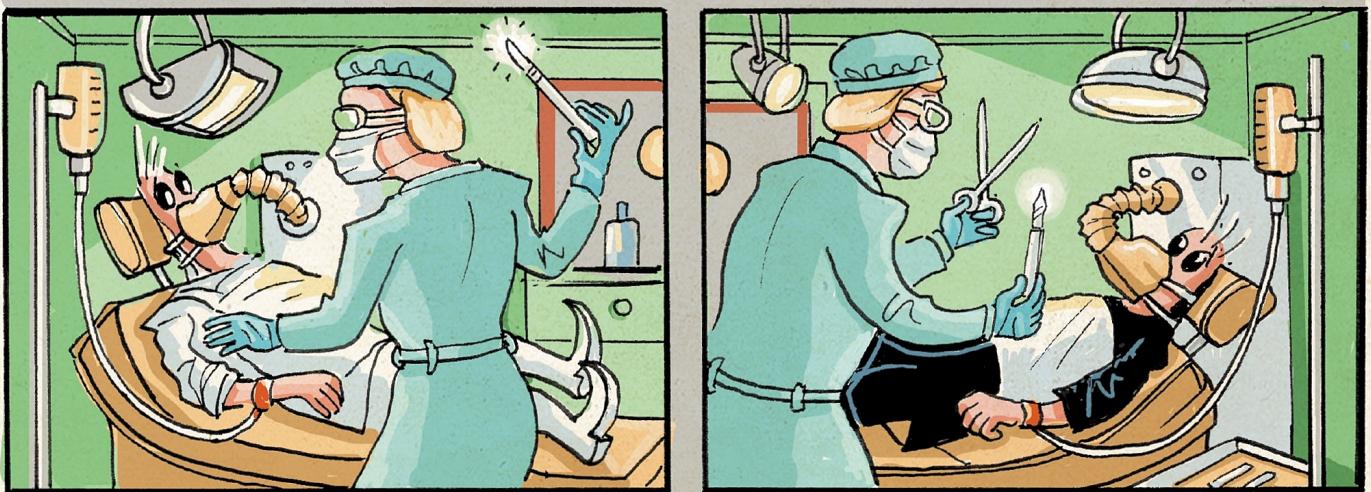
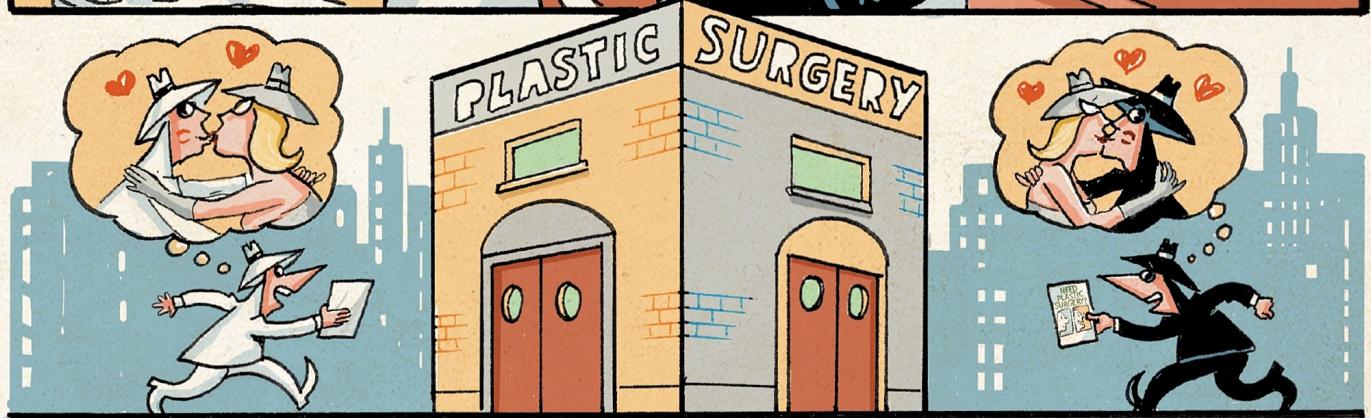
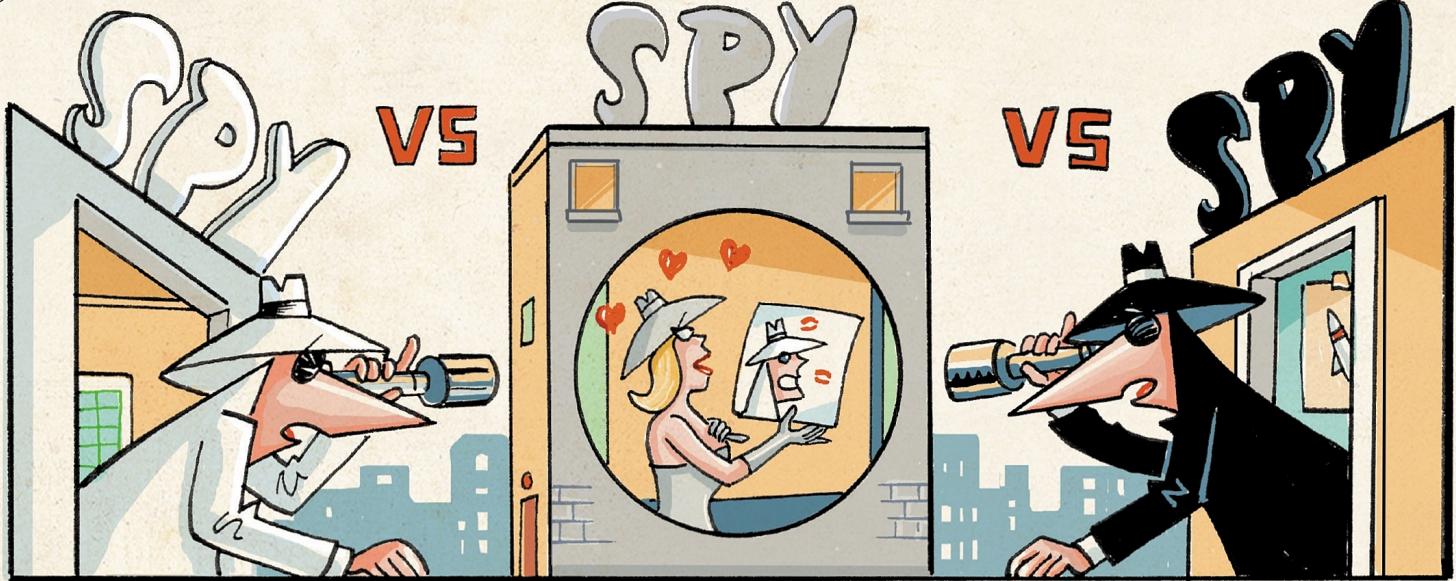


MAD'S MADDEST ARTIST DEPT.



ONE EVENING AT THE HEALTH CLUB









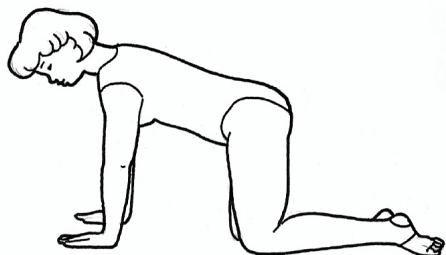
WAR OF THE POSES DEPT.

Most people who seek enlightenment and peace through yoga attend strenuous classes, visit weird ashrams, and endlessly repeat mind-numbing mantras (fa fa om, fa fa om, fa fa om)! But the truth is you don't need training, knowledge or dedication of any kind to be a true Yoga master, because you already are one! In fact, whether you realize it or not, you practice difficult and advanced Yoga postures on an everyday basis, which you're sure to recognize in these...

WRITER GARY HALLGREN
ARTIST DARREN JOHNSON

YOGA POSITIONS THAT OCCUR IN DAILY LIFE

THE YOGA POSITION

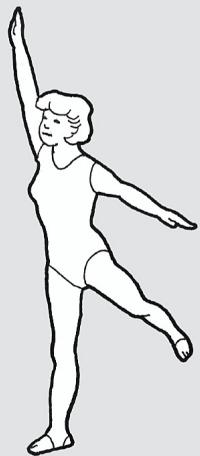


Ox Pose

THE REAL LIFE EQUIVALENT



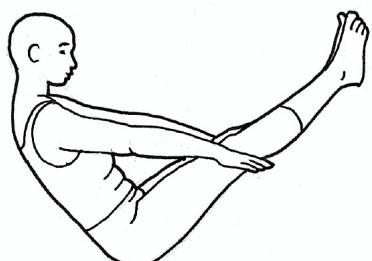
Vomiting your guts out after a long night of hard drinking



Holy Fig Tree Pose



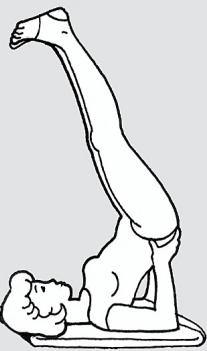
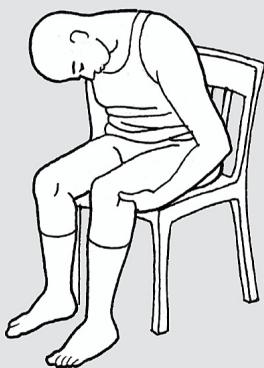
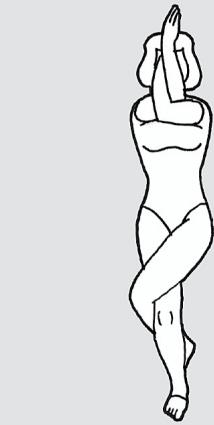
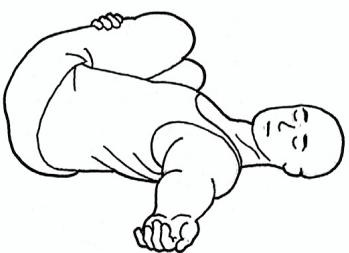
Putting the angel on top of the Christmas tree



Boat Posture



Lifting legs for vacuum

THE YOGA POSITION**Shoulder Stand****THE REAL LIFE EQUIVALENT****Putting on tight jeans****THE YOGA POSITION****Tree Pose****Child Pose****Playing dead to avoid making small talk****Folded Pose****Falling asleep while pulling all-nighters during finals week****Eagle Pose****Supine Twist****Cows Arms****Trying to get something off your back****Lotus Pose**

THE REAL LIFE EQUIVALENT

Holding it in on a long public restroom line



Riding the subway at rush hour



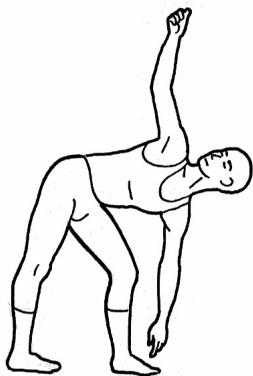
Retrieving remote from under sofa



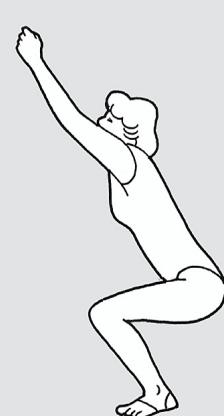
Sitting in back of an economy car

THE YOGA POSITION

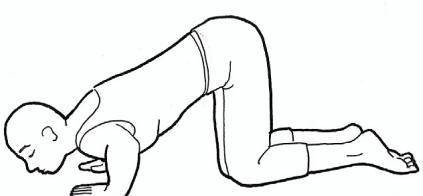
Standing Half Lotus



Extended Triangle



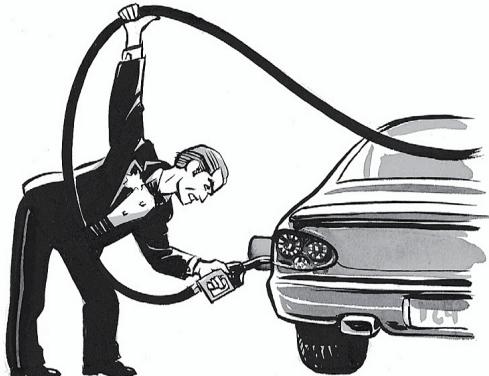
Chair Pose



Swan Pose

THE REAL LIFE EQUIVALENT

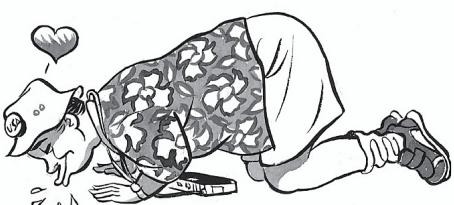
Checking to see what you've stepped in



Pumping gas from the wrong side



Squatting over a nasty public toilet while holding door with broken latch closed



Kissing American soil after returning from a budget cruise from hell



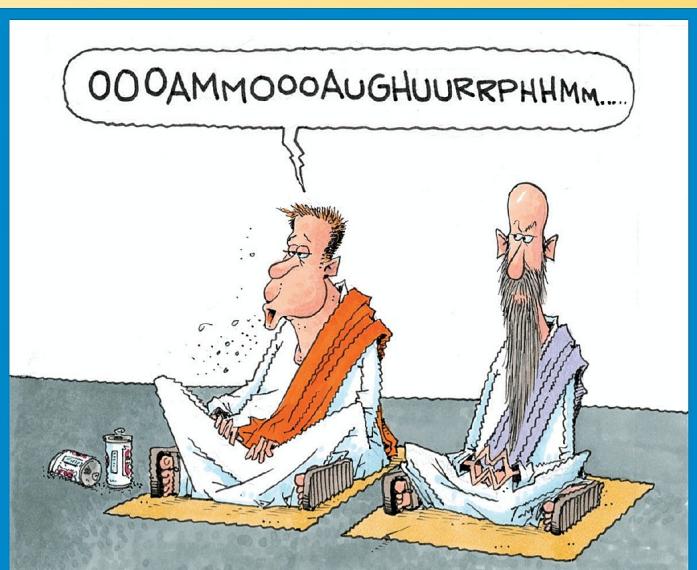
TWIST & POUT DEPT.

Universal Pet Peeves of Beloved Yoga Masters

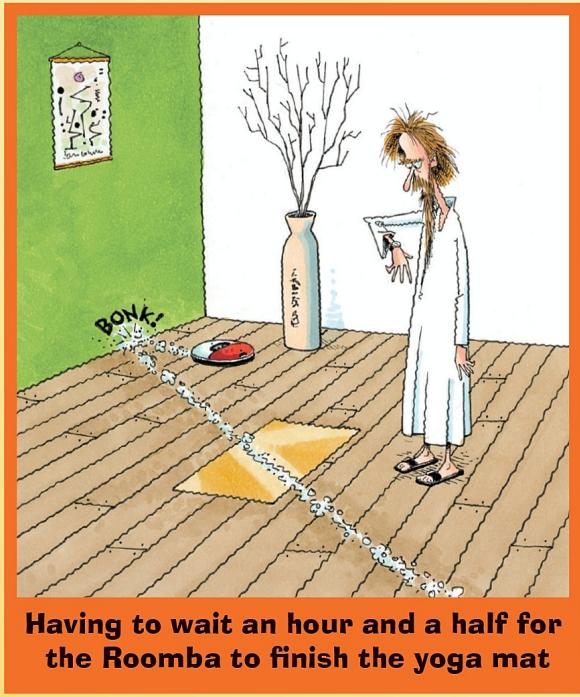
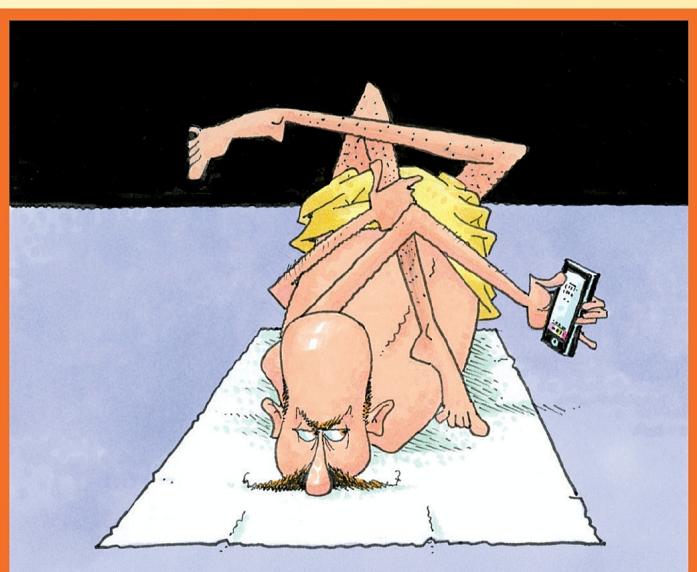
WRITER & ARTIST JOHN CALDWELL



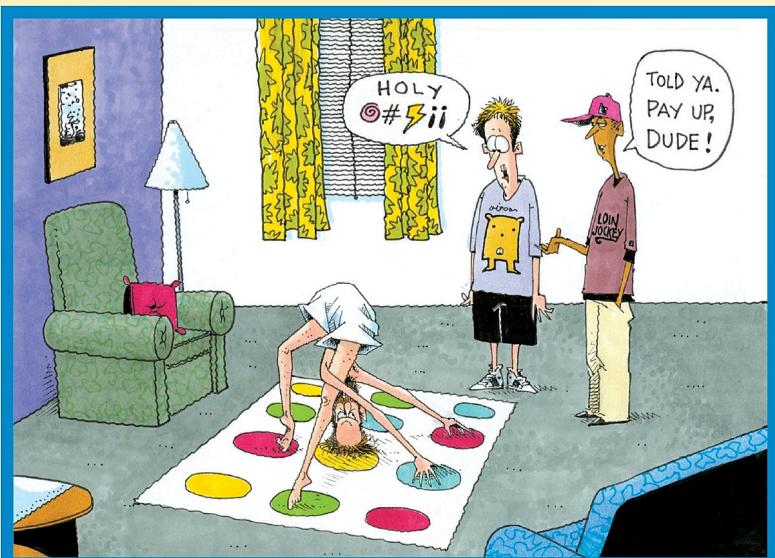
When your chakras are vibrating in accordance with your inner harmony and you create a perfect fusion of mind, body and spirit....at least until your ass muscles fall asleep



Inconsiderate a-holes who burp their mantras



Having to wait an hour and a half for the Roomba to finish the yoga mat



Getting conned into a really advanced position by some lard ass out to win a stupid Twister-related bet

**NEW!!!
FROM
NORDIC
TRAP!!!**

THE TOTALLY AMAZING

AB TERRORIZER!!!™

You can have incredible ABS with JUST ONE REP PER DAY!!!

You read that right! Just one rep per day! That's because the patented granite headrest on each and every AB Terrorizer weighs an incredible 786 pounds!



"I went from this..."

**...to this — in seven —
yes, just seven reps!!! ***

*Seven reps, done in conjunction with a daily regimen of running, rollerblading, wrestling, mountain climbing, liquid diet, yoga, aerobics, swimming, hiking, cross country skiing, sit ups, push ups, liposuction, chin ups, vitamins, food supplements, a round-the-clock personal trainer and a professional air brush artist.

USE THIS MONEY SPENDING COUPON RIGHT NOW!!!

Yes! Rush me my AB Terrorizer right away! I understand that if for any reason I am unhappy or not completely satisfied, Nordic Trap guarantees to feel phenomenally sympathetic for my disappointment without being required to refund the purchase price or assume any other responsibility whatsoever. This same sympathy clause applies to Nordic Trap's exclusive iron-clad warranty should my AB Terrorizer ever break down or malfunction in any way.

Name: _____
Address: _____
City/State: _____
ZIP _____

Mail to: Ab Terrorizer
T Reps Drive
Dubious Claims, Nebraska
68504

What makes this incredible progress possible?

The AB Terrorizer is a phenomenal combination of weights, pulleys, leverage and advertising hype!

Isn't it difficult to do even one rep with a 786 pound headrest?

Normally, it would be very difficult. But because of the precision tooling and geometrically sound leverage pivot points of the AB Terrorizer, the 786 pounds is no more difficult to lift than a small Buick of equal weight!

Does the AB Terrorizer come with any guarantee?

Absolutely! We guarantee that the AB Terrorizer is the last piece of exercise equipment you will ever buy! That's because once you receive and examine firsthand this phenomenal piece of engineering, we're sure you will have learned your lesson to never again fall prey to the phenomenally ridiculous claims made by mail-order exercise equipment manufacturers!

**The complete AB Terrorizer is only \$249.95!
There are no hidden extras! Your AB Terrorizer is available for pickup at either of our two convenient warehouse locations in Kowloon Peninsula, Hong Kong or Krakow, Poland. Should you wish delivery to your home, the AB Terrorizer is still only \$249.95, plus \$2,374.85 freight, handling and bubble wrap. For even faster service call 1-800-HERNIA!**



Before you start any exercise program, consult a doctor. Before bringing an AB Terrorizer into your home, consult a structural engineer.



SO VIAL DEPT.

Have you ever considered the loneliness of the physically perfect—those whose good looks alienate them from the frumpier masses? Meet Eli Twinkle, a man so desperate to fit in, he resorts to an ugly solution...

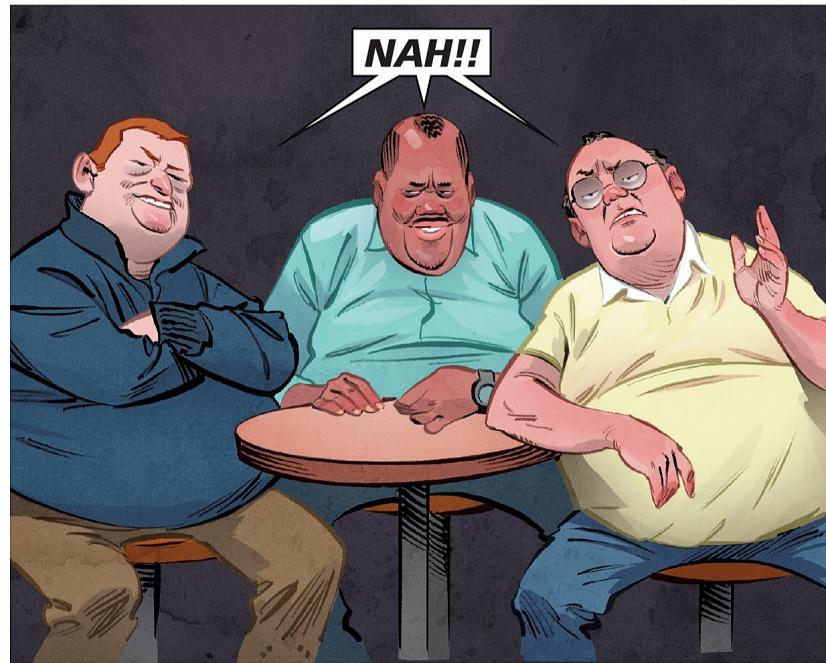
THE SCHLUBSTANCE

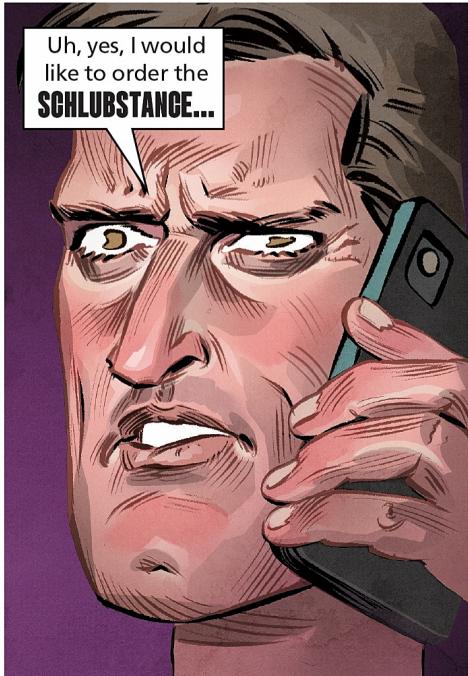
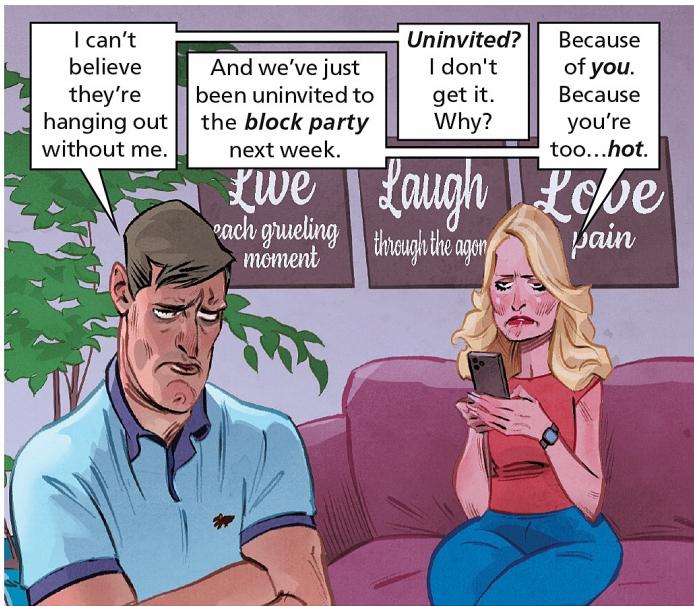
WRITER PAULA SEVENBERGEN

ARTIST HERMANN MEJIA

You're *fifty???*
You look
amazing! What's
your secret?

Beer and
wings? Haha.
No, just good
genes, really.





SCHLUBSTANCE DISCLAIMERS/ASS-COVERING

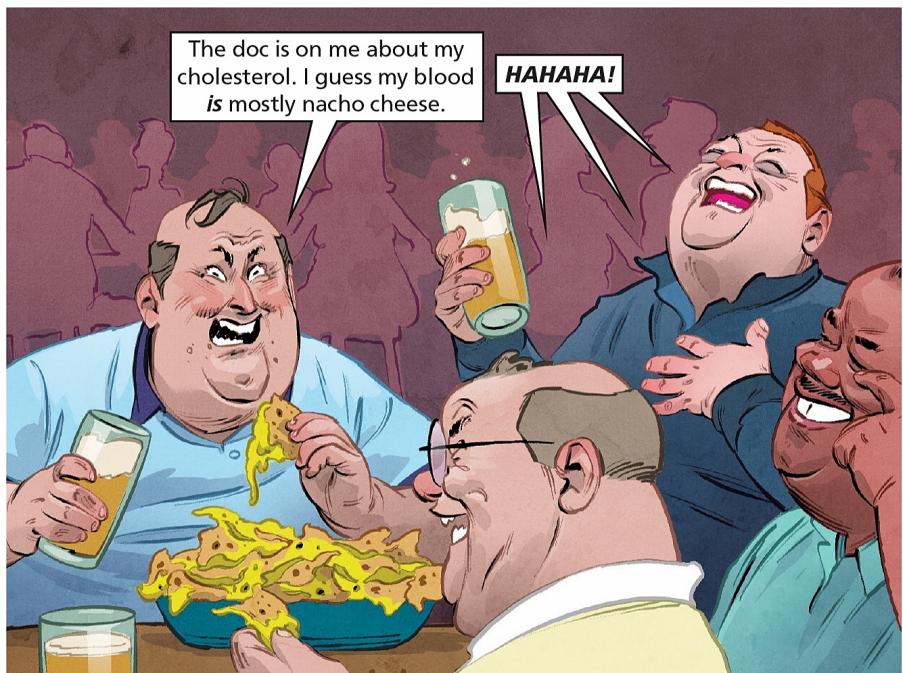
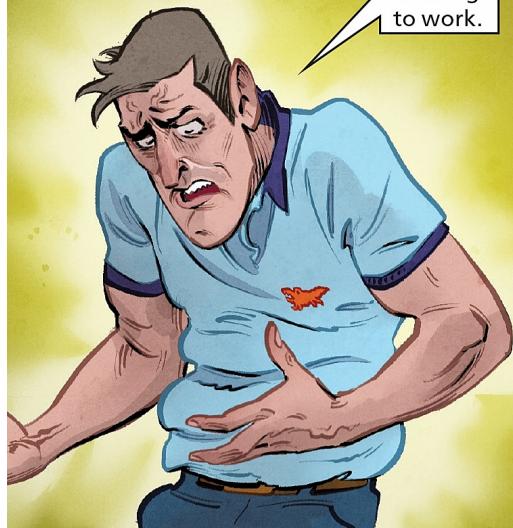
- Do not take if you're allergic to shellfish or rhinoceros semen.
- Do not take at midnight while looking into a mirror.
- May cause spontaneous singing of Rush songs.
- Will definitely cause incontinence and anal itching.
- May turn you into a monster.
- Possibility of potzbelie pustules, pimples, and polyps.
- May cause malotoplit uatrbleks of munkly pux.
- Could cause your must tu stert smelling bad end dooplizi.
- Risks, swelling, and pain on the palms of the hands or soles of the feet.

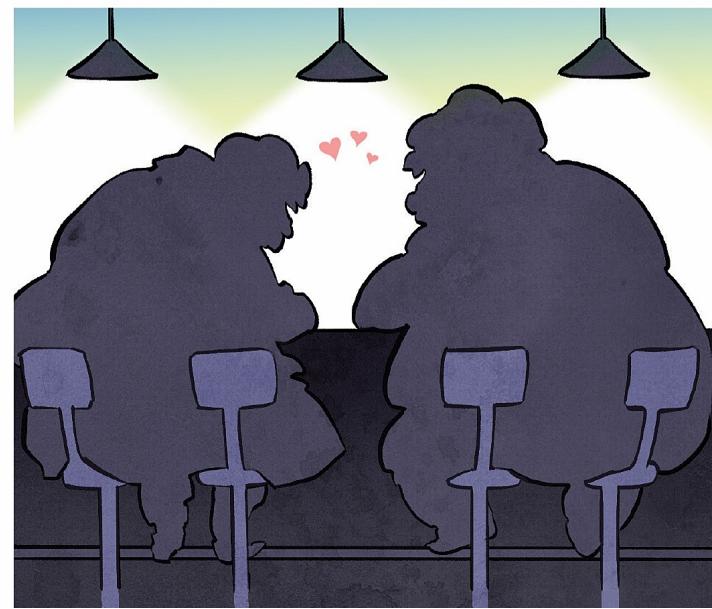
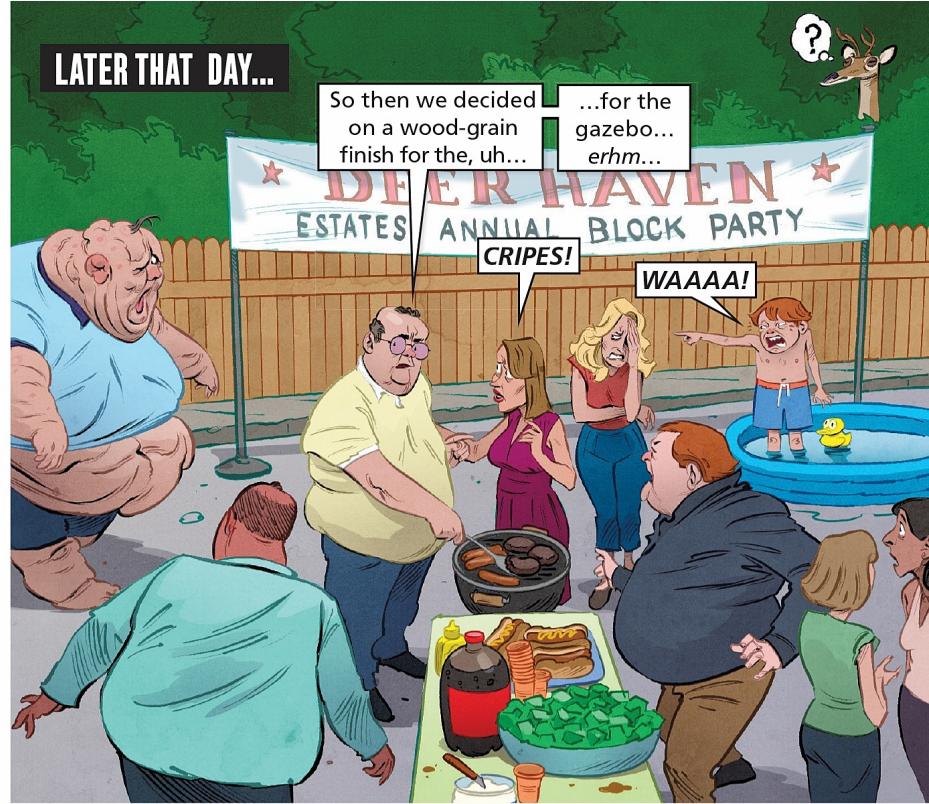
OVER THE NEXT WEEK...

I think it's starting to work.

I feel more lethargic and unattractive...

...yet strangely entitled and confident!





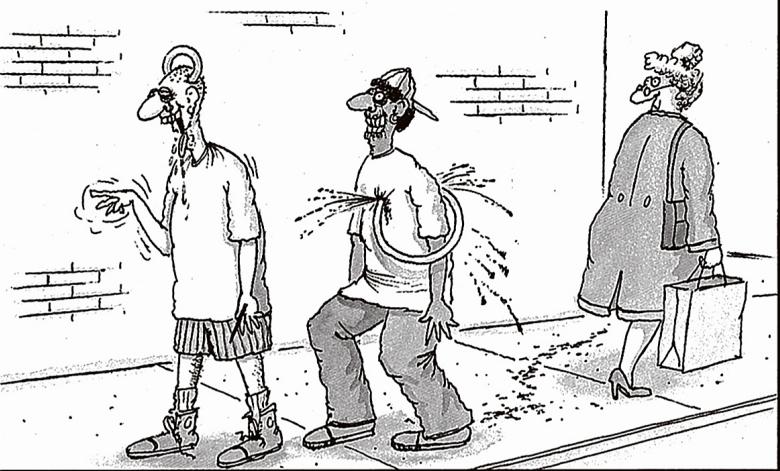


HOLIER THAN OW! DEPT.

Body piercers are a diverse group. Some pierce only their ears from which they hang hoops and diamonds—a statement of taste and fashion. Others pierce their nose and eyebrows from which they hang crosses and safety pins—a statement of hipness and rebellion. Still others pierce their nipples and naughty parts from which they hang rings—a statement of sexual kinkiness. We at MAD salute them all! And it is because of our heartfelt concern for these flesh-poking perverts that we descend from our lofty comedic mountaintop to offer up...

THE TEN COMMANDMENTS OF BODY PIERCINGS

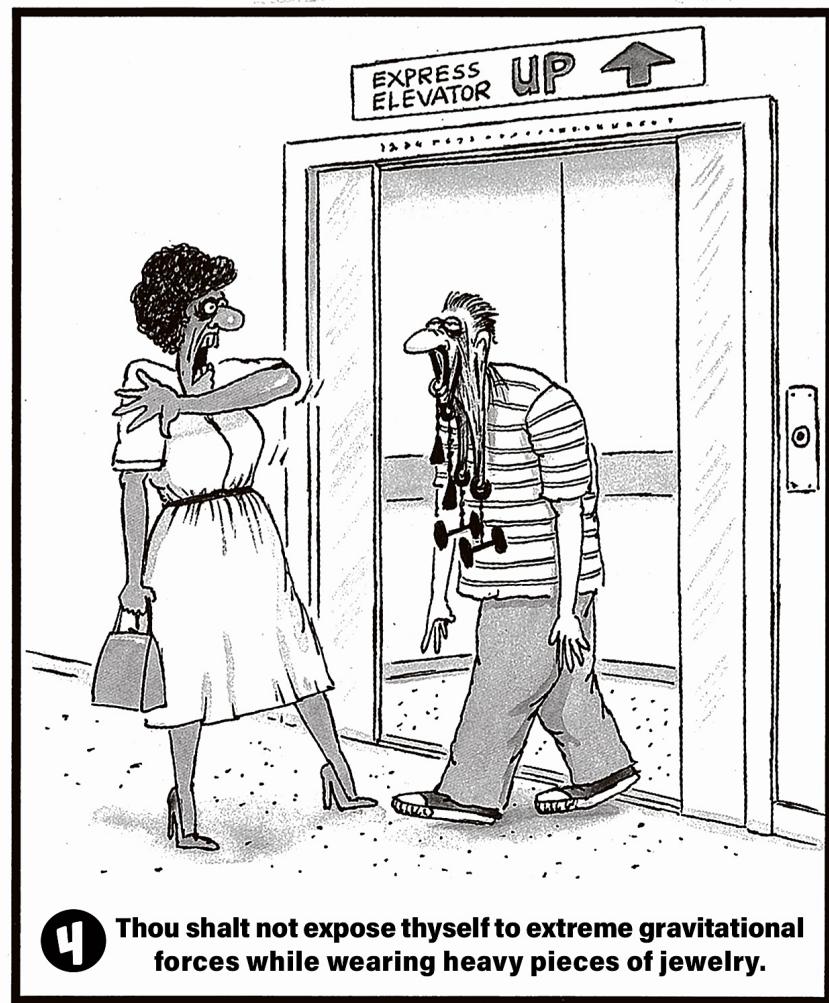
1 Thou shalt not pierce areas of the body in a manner that jeopardizes the function of major organs.



2 Thou shalt exercise caution when connecting one's own piercings to another's.



3 Thou shalt not pierce together parts of the body that are not naturally connected.



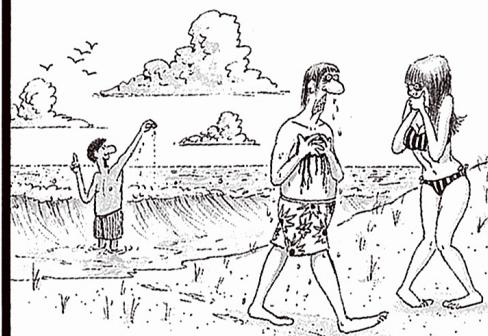
4 Thou shalt not expose thyself to extreme gravitational forces while wearing heavy pieces of jewelry.

5 Thou shalt not connect excessively long chains between pierced areas of the body.

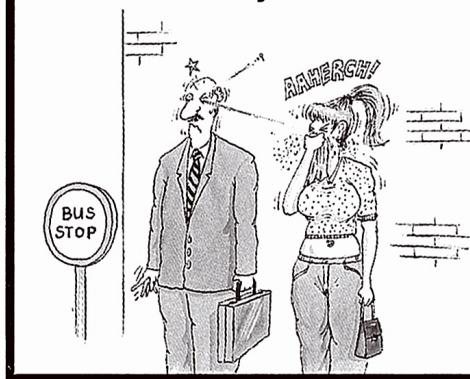


WRITER & ARTIST TOM CHENEY

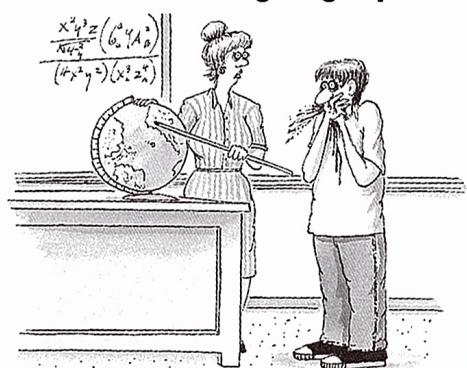
6 Thou shalt not body surf while wearing nipple rings.



7 Thou shalt not wear nose pins while suffering from hay fever.



8 Thou shalt not attempt to say the word "Saskatchewan" while wearing tongue pins.

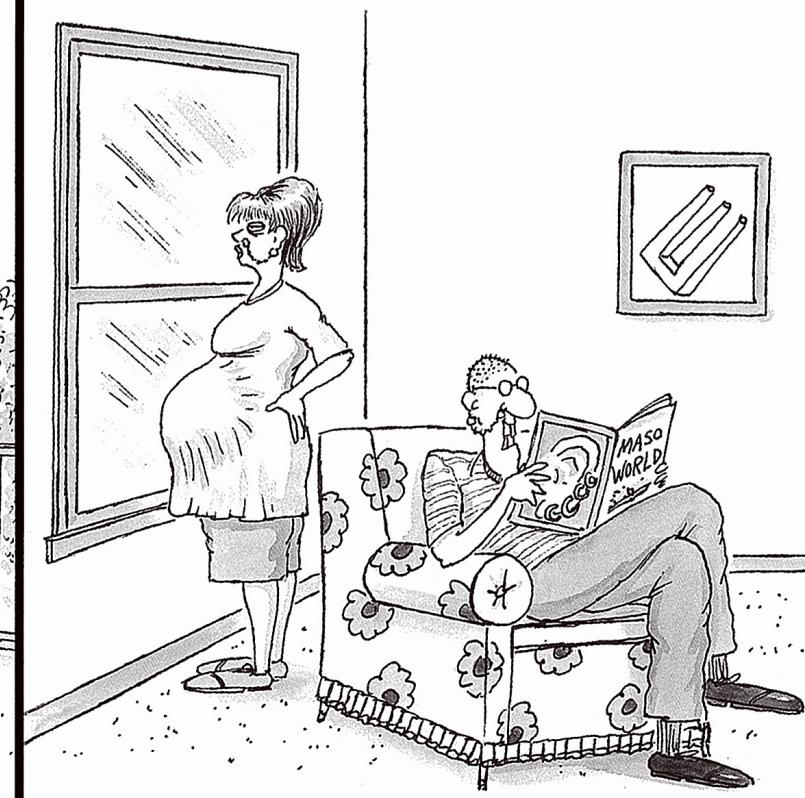


ORIGINALLY PUBLISHED, MAD #340, OCT/NOV 1995

9 Thou shalt not French kiss anyone with braces while wearing lip rings.



10 Thou shalt not pierce areas of the body that compromise the structural integrity of a condom.





SPECIAL FEATURES DEPT.

DEAR READERS! THE FOLLOWING FIVE PAGES ARE SO DISGUSTING...SO NAUSEATING, THEY'LL MAKE YOU SICK FOR DAYS TO COME!NOW THAT WE'VE AROUSED YOUR INTEREST...HERE'S A FEATURE ABOUT SOMEONE YOU KNOW VERY WELL!...VERY VERY WELL! HERE IS A FEATURE ABOUT **YOU**...OUR...

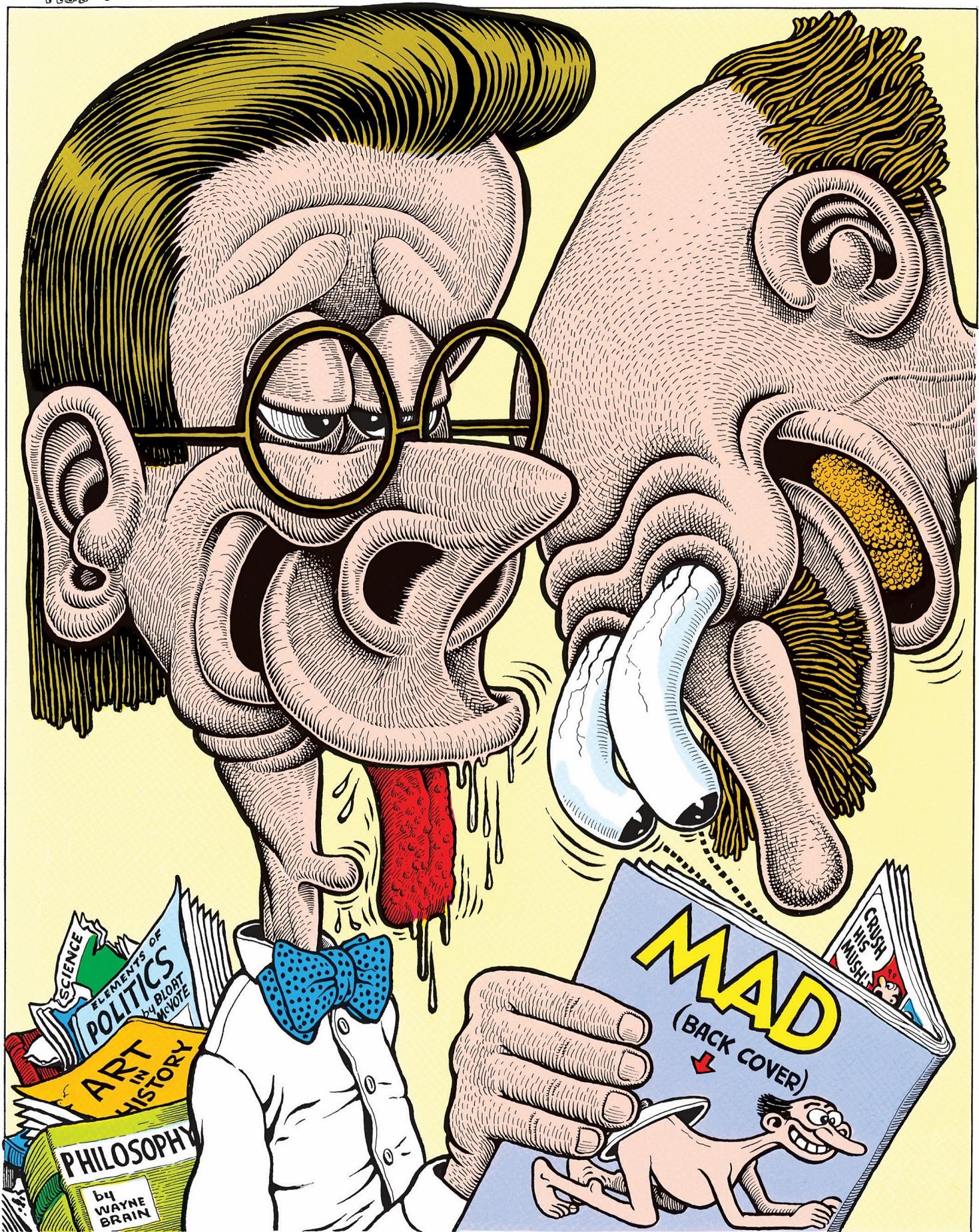
MAD READER!

WRITER HARVEY KURTZMAN

ARTIST BASIL WOLVERTON



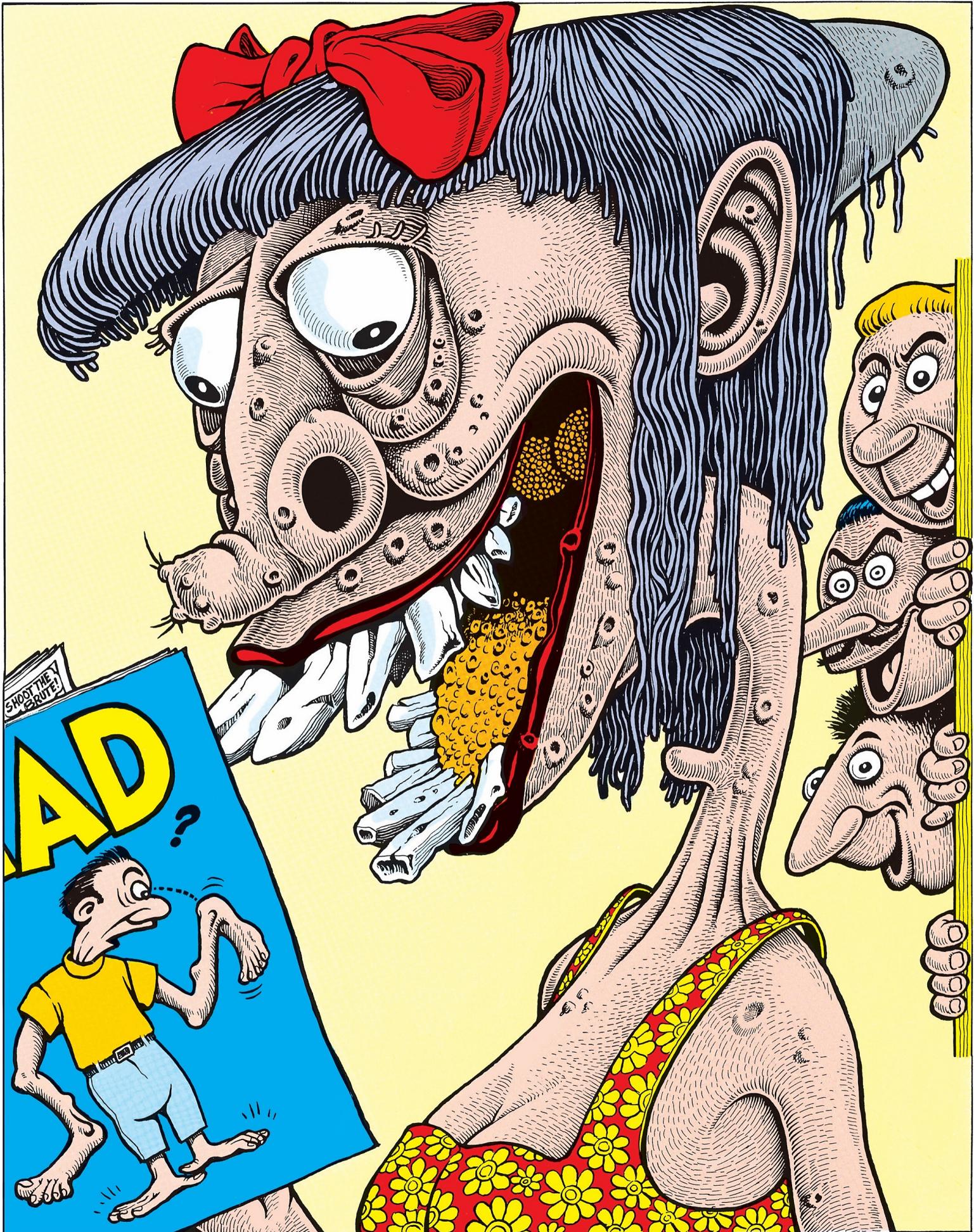
ON THIS AND THE FOLLOWING FOUR PAGES ARE VIEWS OF WHAT WE, THE EDITORS OF **MAD**, BELIEVE TO BE A CROSS-SECTION OF THE PEOPLE WHO READ **MAD**!...AND SO, WHILE YOU WANDER THROUGH THE FOLLOWING PAGES, SMIRKING, GUFFAWING AND RETCHING AT WHAT YOU SEE...PAUSE A MOMENT! THE FACE YOU'RE RETCHING AT MAY BE YOUR OWN!



THE STUDENT MAD READER (WITH TEACHER): HERE IS THE INTELLECTUAL COLLEGE YOUTH! THIS FELLOW WAS A SERIOUS, SOBER, 'A' AVERAGE STUDENT... WELL VERSED IN THE CLASSICS WITH A SUCCESSFUL CAREER ASSURED ... BEFORE READING **MAD!** READING **MAD** HAS BROUGHT ABOUT A HAPPY CHANGE IN THIS STUDENT! TODAY THIS STUDENT IS AN EMPTY DROOLING IDIOT... BUT NEVERTHELESS, A **HAPPY** EMPTY DROOLING IDIOT!



THE ELDERLY MAD READER: MAD IS BY NO MEANS CONFINED TO THE YOUNGER SET! HERE IS AN ELDERLY MAN WHO, BEFORE READING MAD, WAS CONFINED TO A WHEEL CHAIR... CONFINED TO A STRICT DIET OF SHREDDED WHEAT... AND CONFINED TO CONDENSED WATER! THEN HE READ MAD!... NOW HE IS NO LONGER CONFINED TO A WHEEL CHAIR... NO LONGER CONFINED TO THE SHREDDED WHEAT... AND NO LONGER CONFINED TO THE CONDENSED WATER!... HE IS MERELY... CONFINED!



THE FEMALE MAD READER:...THIS YOUNG LADY HAD DISHPAN HANDS... PERSPIRATION ODORS FROM ALL '13... A SEVERE CASE OF ACNE...AND BOY-FRIENDS NEVER CAME TO CALL ON HER!... THEN SHE BOUGHT **MAD!** NOW... SHE STILL HAS DISHPAN HANDS... PERSPIRATION ODORS FROM ALL '13... A SEVERE CASE OF ACNE... BUT BOY-FRIENDS FLOCK TO CALL ON HER AND AS SOON AS THEY BLUDGEON HER INSENSIBLE AND PRY **MAD** LOOSE FROM HER VISE-LIKE GRIP... THEY FLOCK AWAY AGAIN!



THE CRITICAL MAD READER:... FINALLY THERE ARE THOSE WHO READ AND DO **NOT** LIKE **MAD!**! AND SO... IN ALL HONESTY, WITH A FIRM BELIEF THAT EVERY ARGUMENT HAS TWO SIDES... IT IS WITH A SENSE OF FAIR PLAY AND CLEAN LIVING THAT WE PRESENT WITHOUT BIAS, WITHOUT RESENTMENT OR MALICE... AN UNPREJUDICED DRAWING OF SAID TYPE READER WHO... AFTER MUGGING THE ABOVE INFANT, IS BRUTALLY DESTROYING THE CHILD'S TREASURED COPY OF **MAD!**



*M*ake *B*eautiful *H*air **B L E C C H**

THERE ARE THREE BLECCH SHAMPOOS FOR THREE DIFFERENT HAIR CONDITIONS

Are you a teenage boy with Beautiful Hair? Well no wonder the girls hardly notice you. Today, you've got to be a teenage boy with Blecch hair. Then the girls will scream with delight, roll on the floor and kick their feet when they see you. So why waste another minute? Shampoo your hair with Blecch tonight. Blecch comes in three special formulas:



- For dry hair—a special formula that takes neat crew-cut type hair and lays it down over your ears.
- For oily hair—loosens up that slick-combing stuff so it spills down over your eyes.
- For normal hair—gives it proper body so it mushrooms all over your head. Get the shampoo that's right for you, and make your hair "Blecch"! Yeah! Yeah! Yeah!



UNDO INFLUENCE DEPT.

Image-obsessed Americans shell out big bucks following ludicrous tips from health and beauty "experts" on social media. While a few rare individuals give advice that is actually helpful, you'll know...

It's Time to UNFOLLOW an Influencer When...



WRITER & ARTIST IVAN EHLERS

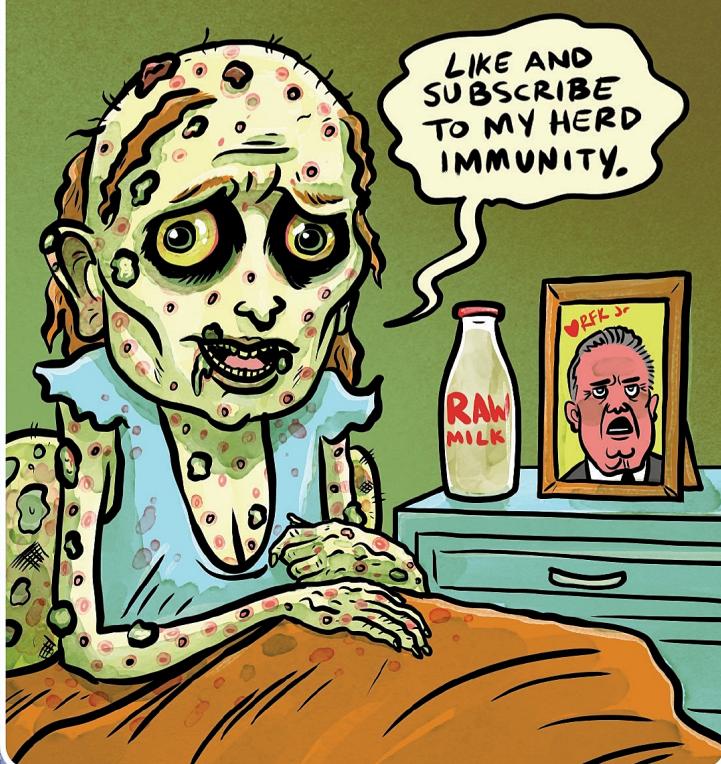
You can't tell if he's applying a filter or if he got his crowdfunded jaw-enhancement surgery



She attempts a DIY Brazilian butt lift using household objects



Her anti-vax stance leads to a new disease being named after her



**He proudly shows off the benefits
of his crusade to cancel fluoride**



**You thought she looked great for a
senior citizen, but it turns out she's 29**



**His miracle medicine's only effect
is turning skin blue**



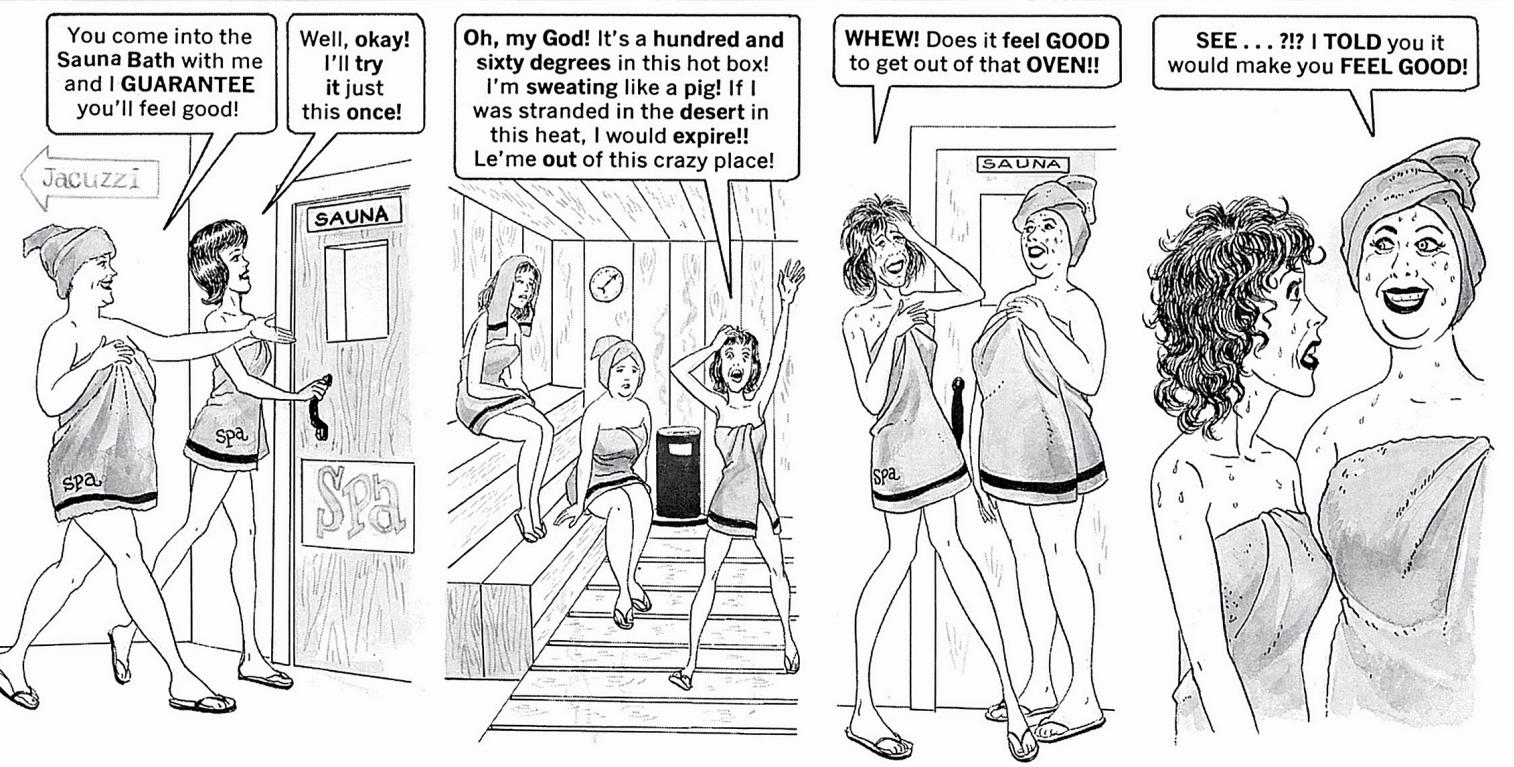
Her all-natural lip plumpers attack

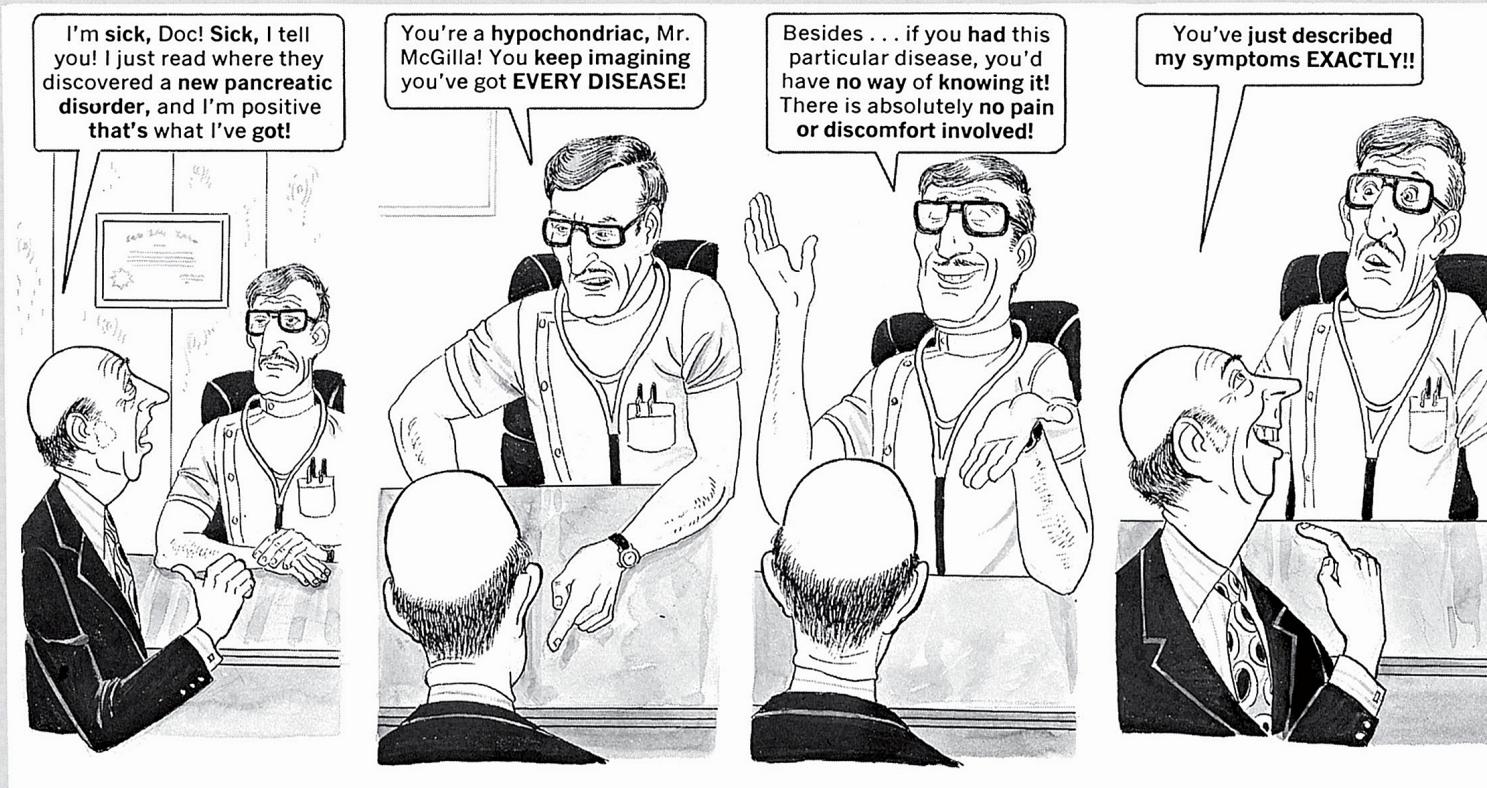




BERG'S-EYE VIEW DEPT.

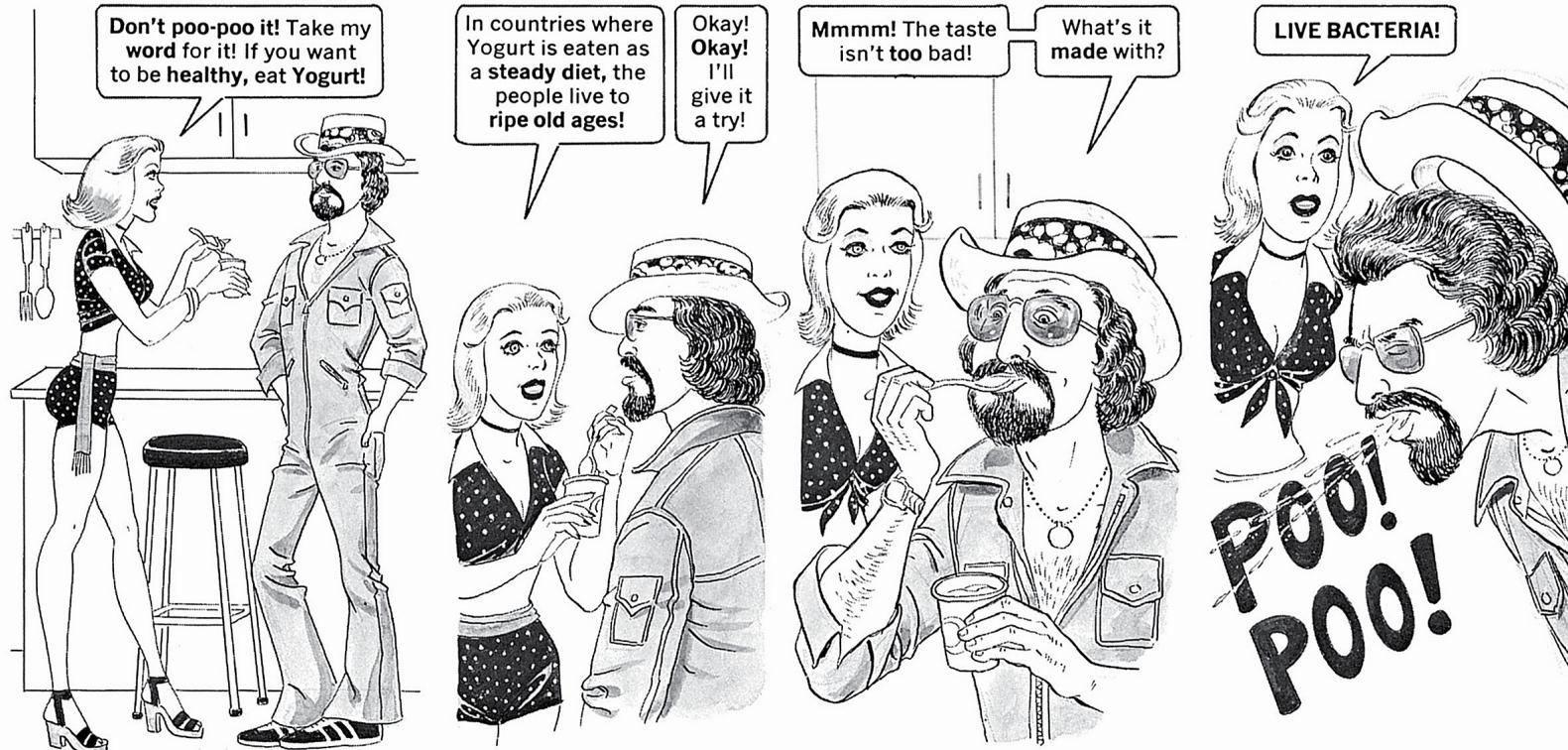
THE LIGHTER SIDE OF... **HEALT**

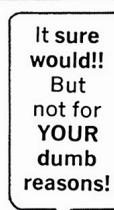
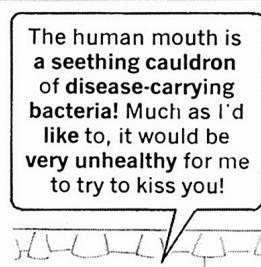
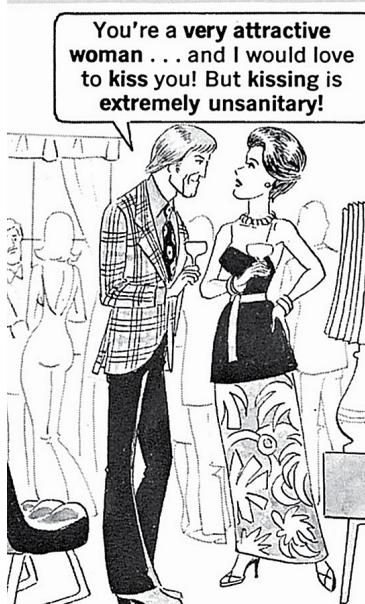
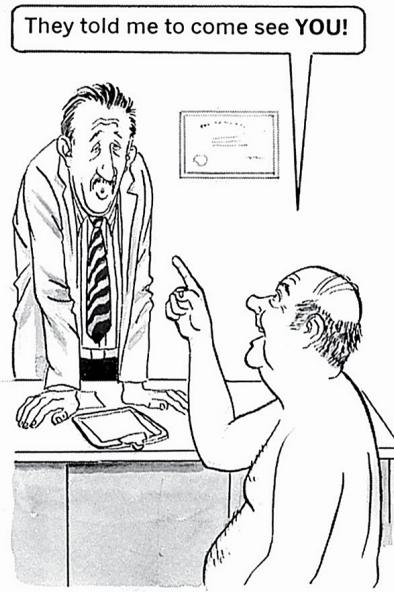
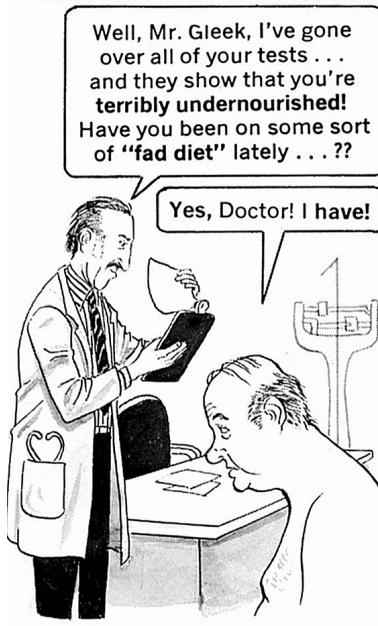
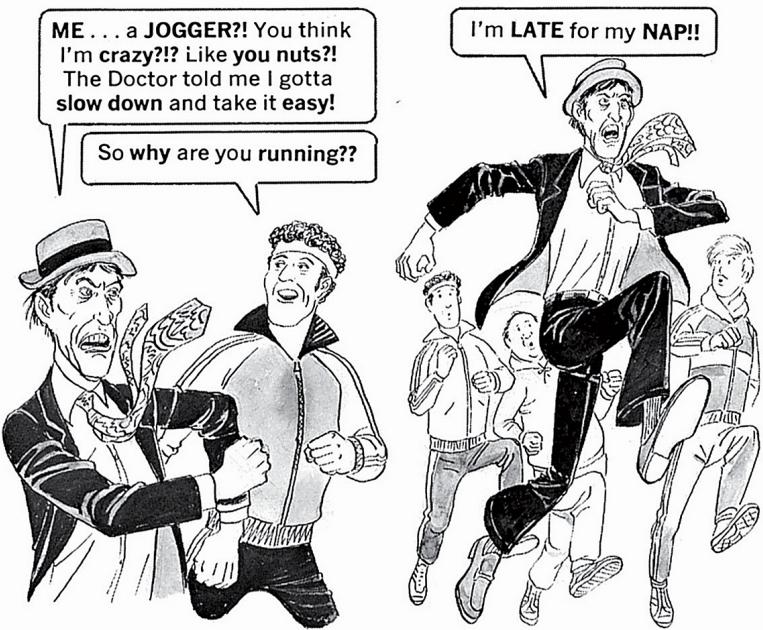




'H NUTS

WRITER & ARTIST
DAVE BERG





Oh, my poor darling! There's a draft in this room! I'd better shut the window ...



After all . . . I wouldn't want anything to happen to you! You're so sweet . . . so very dear to me!



Gee, I sure appreciate your concern! You probably saved me from a cold . . . or a bout with the flu! Thank you!



Don't thank me! I was talking to the PLANT!!

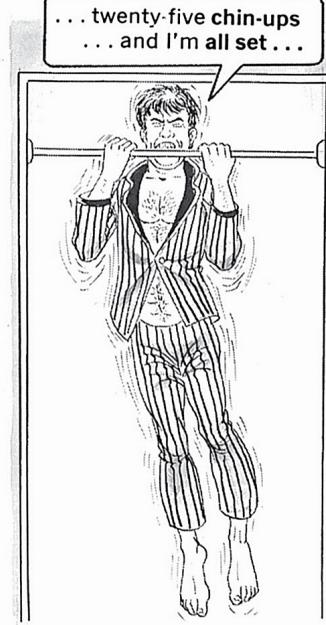


Man . . . there's nothing like waking up early and getting a good morning workout!

Twenty-five deep-knee-bends . . . twenty-five push-ups . . .

. . . twenty-five chin-ups . . . and I'm all set . . .

. . . to go back to bed!!



Come with me to the Health Food Store! I need eggs, fruits and vegetables!

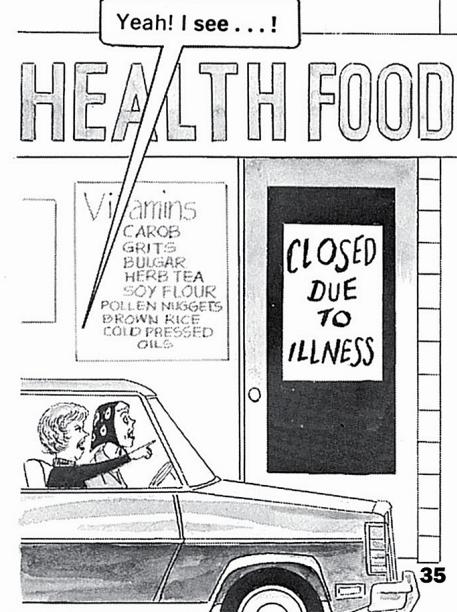
The Health Food Store?!! That's way across town! What's wrong with the Supermarket's eggs, fruits and vegetables?!!?

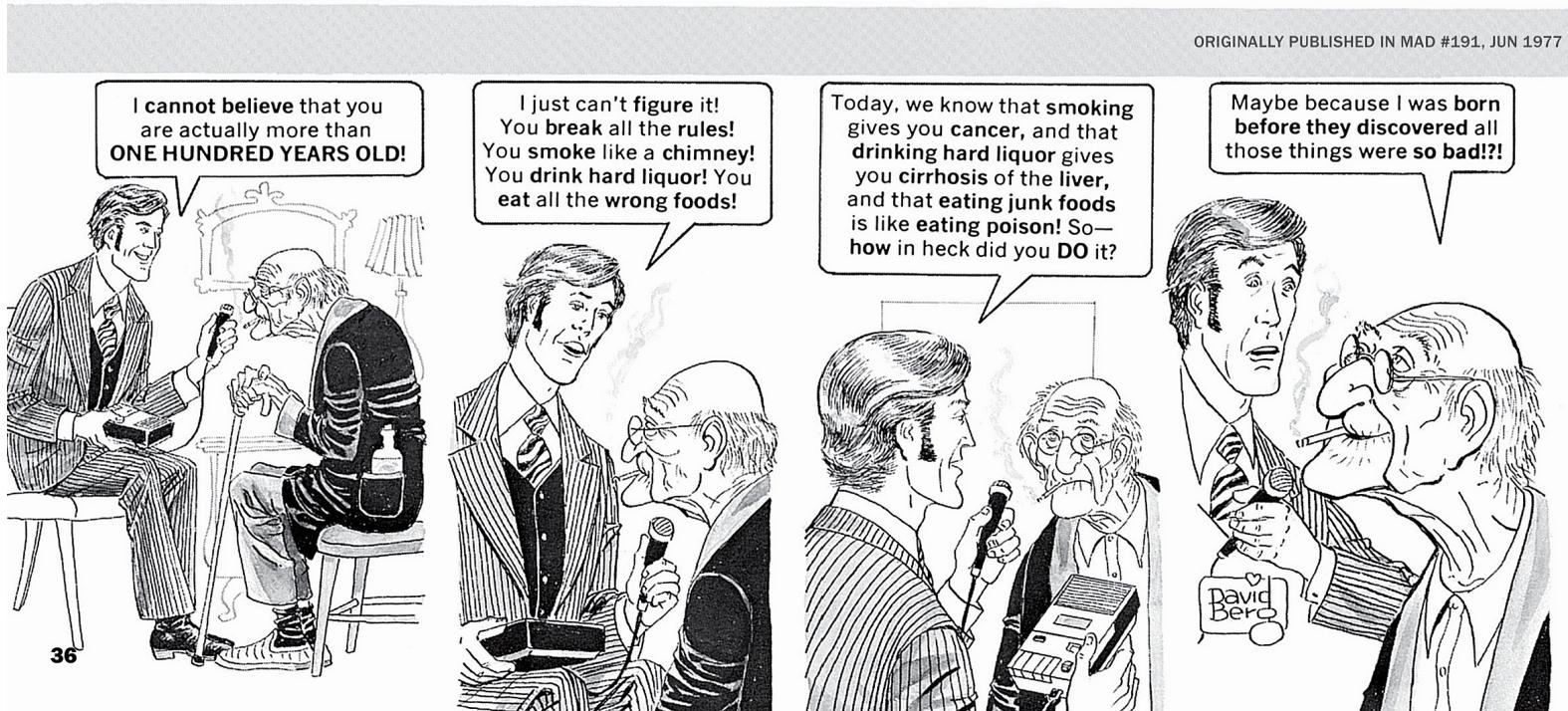
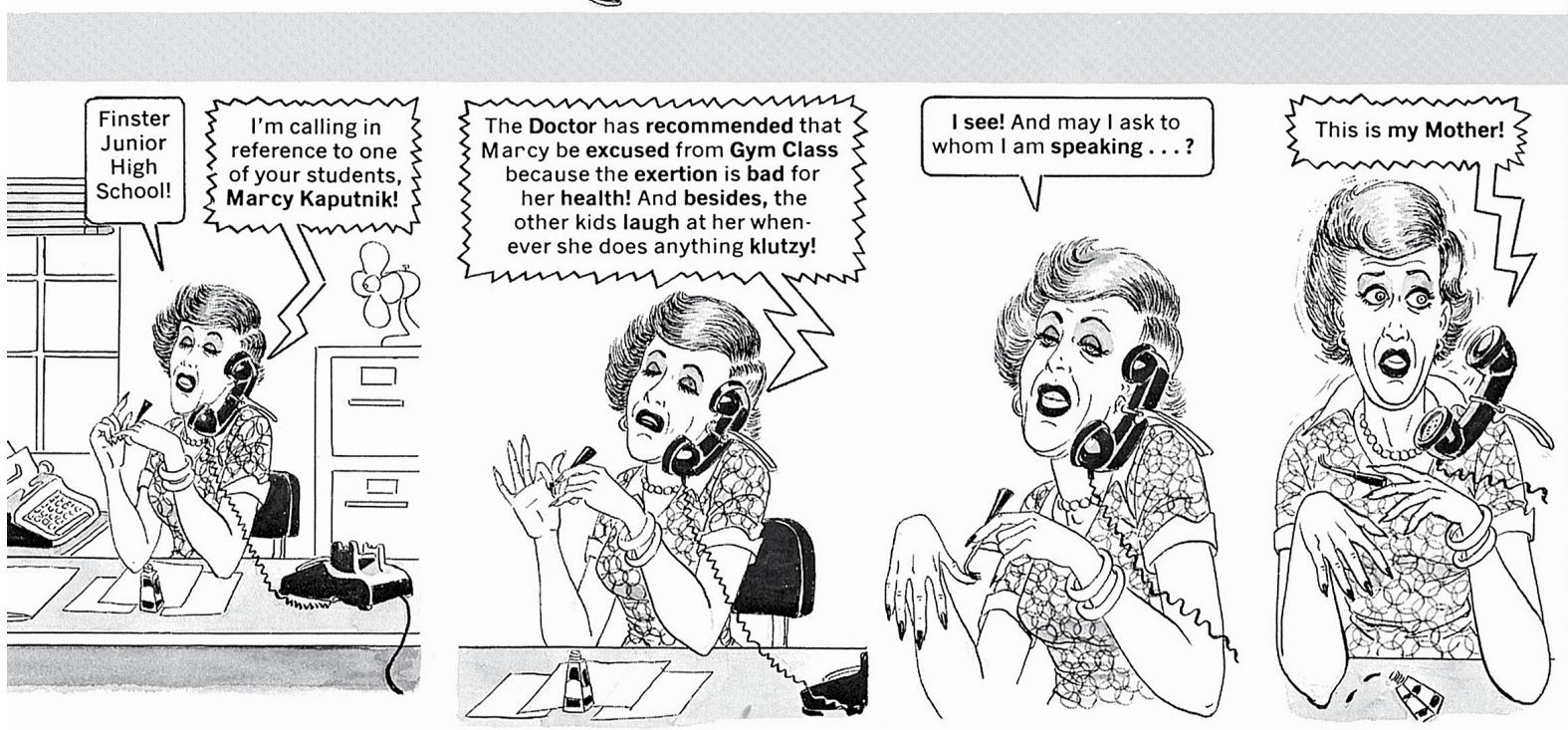
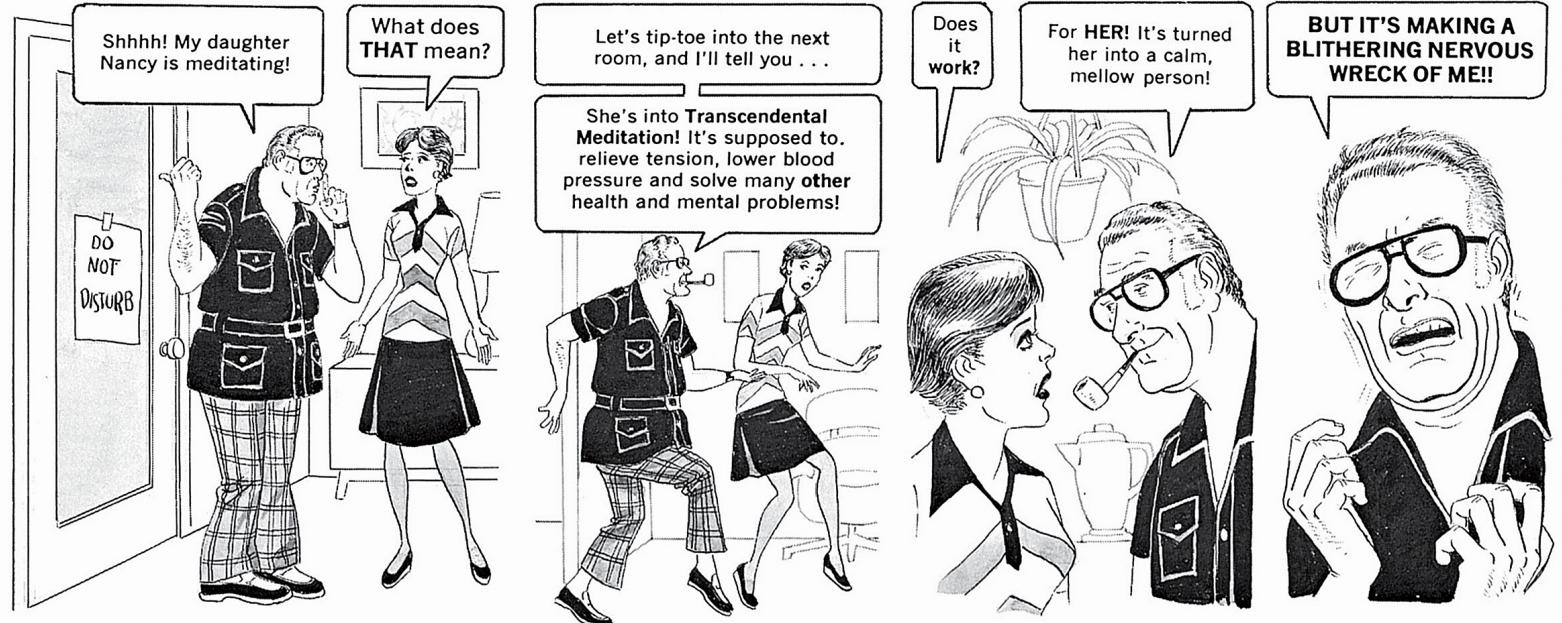
The eggs are not fertile, and the fruits and vegetables are not grown organically!

Boy, you really are into this "natural food" stuff!

You bet! Today's foods are processed, and chemically treated with additives, and robbed of their nutrition! Eating natural foods is the only way to STAY HEALTHY!

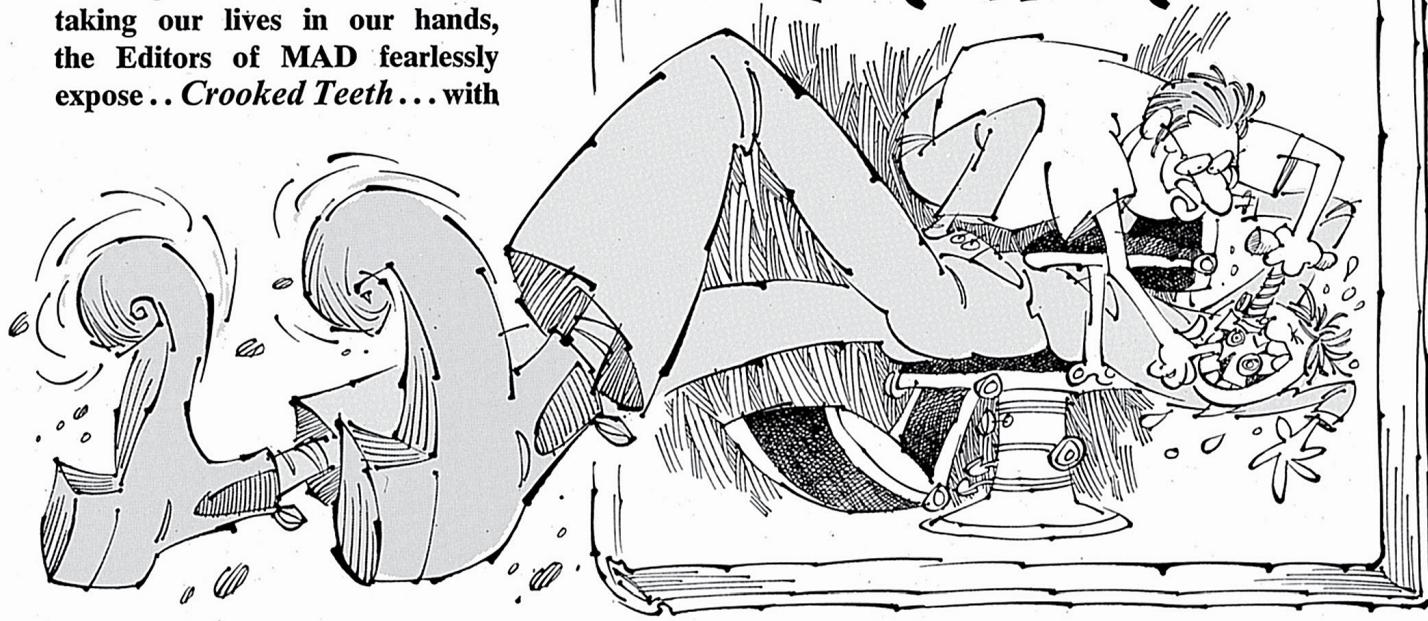
Yeah! I see . . . !





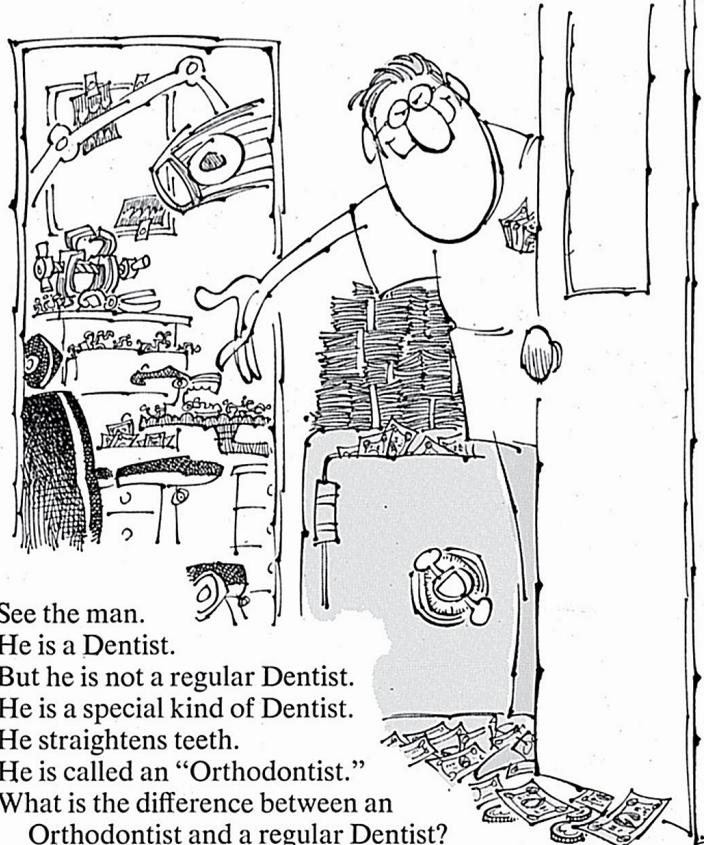
Nowadays, everything is crooked! Politics is crooked, Real Estate is crooked, Religion is crooked, the TV Repair business is crooked, the Auto Repair business is crooked, etc. Well, we've found one thing that's more crooked than all the rest, and nobody seems to say much about it! So, knowing full well that we may be taking our lives in our hands, the Editors of MAD fearlessly expose... *Crooked Teeth*... with

THE MAD ORTHODONTIA PRIMER



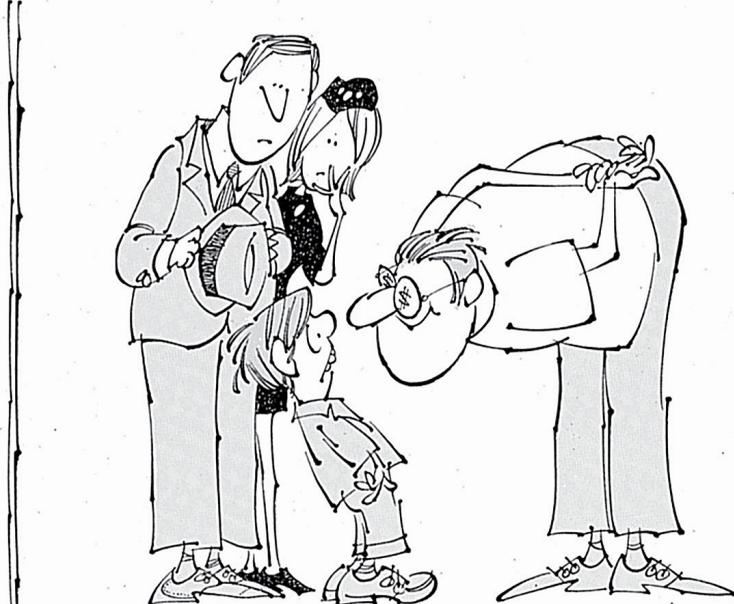
WRITER LARRY SIEGEL ARTIST PAUL COKER JR.

Chapter 1



See the man.
He is a Dentist.
But he is not a regular Dentist.
He is a special kind of Dentist.
He straightens teeth.
He is called an "Orthodontist."
What is the difference between an
Orthodontist and a regular Dentist?
Oh... about \$25,000 a year!

Chapter 2



See the boy.
See the funny way his teeth stick out of his mouth.
His parents have brought him to the Orthodontist
To see if anything can be done.
The Orthodontist has a name for this condition.
He tells the parents he has found a "malocclusion."
The Orthodontist has another name for this condition.
He tells himself he has found a "gold mine."

Chapter 3

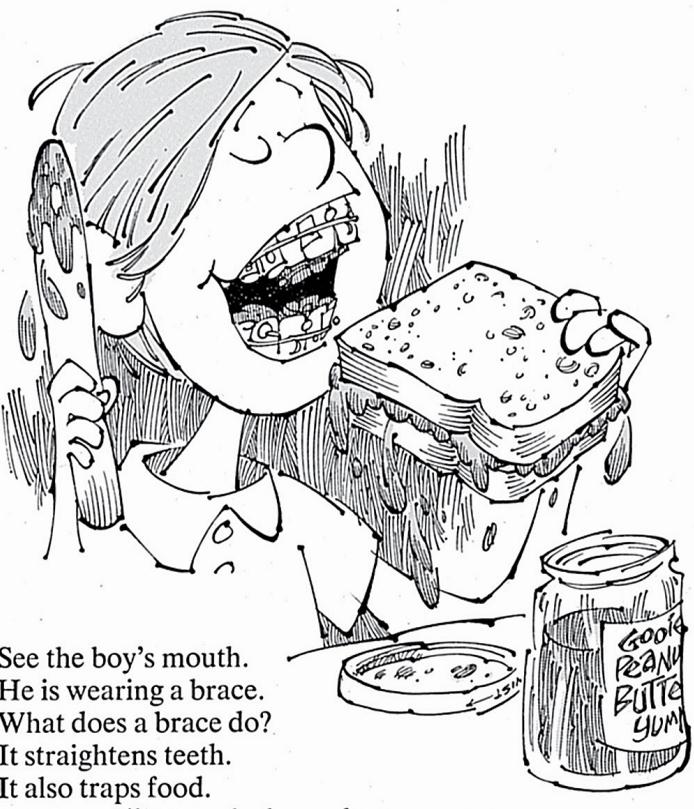


See the parents.
They are very uncertain.
They do not know if they want to spend a fortune
to have the boy's teeth straightened.
But the Orthodontist is very helpful.
"Can you picture your son as a teenager?" he asks.
The parents picture their son as a teenager.

They see him in faded torn jeans and a dirty undershirt.
They see him with long, wild hair hanging over his face.
They see his face covered with pimples.
"Yes, we can picture our son as a teenager," they say.
"Now . . . why should we have his teeth straightened?"
"Because if you don't," says the Orthodontist,
"He will grow up to be ugly!"



Chapter 4



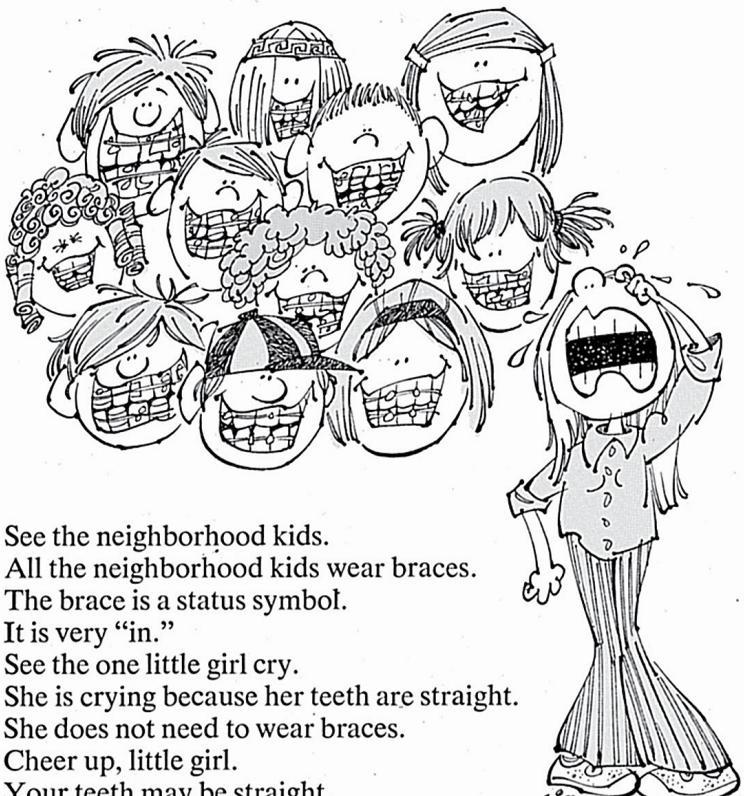
See the boy's mouth.
He is wearing a brace.
What does a brace do?
It straightens teeth.
It also traps food.
The boy will wear the brace for two years.
Tonight, he will eat a sandwich.
The boy will also wear peanut butter for two years.

Chapter 5



See the boy.
What is he wearing now?
It is called a "night brace."
It fits over two wire hooks
Over two wire coils
Over his regular wire brace.
The boy's parents are going out for the evening.
They are leaving him two emergency telephone numbers.
The family doctor . . .
And the family electrician.

Chapter 6



See the neighborhood kids.
All the neighborhood kids wear braces.
The brace is a status symbol.
It is very "in."
See the one little girl cry.
She is crying because her teeth are straight.
She does not need to wear braces.
Cheer up, little girl.
Your teeth may be straight,
But your eyes are crooked!
Perhaps you will soon wear mod, wire-framed Granny glasses.
The Good Lord willing.

Chapter 7



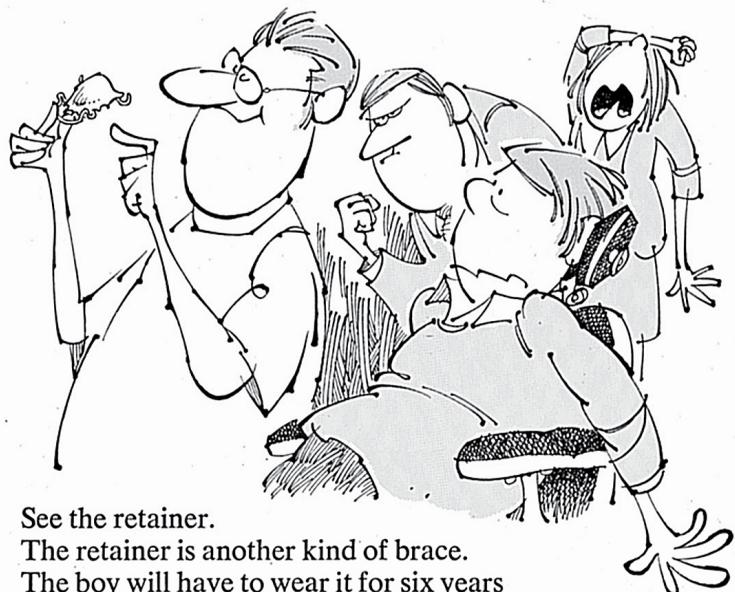
The two years are up.
See the boy's teeth now.
They are all straight.
See the boy and his family walking to the Orthodontist
For the last time.
The Orthodontist will take off the boy's brace.
Why is the family walking to the Orthodontist?
Why don't they ride in the father's nice Buick?
Because the father doesn't have his nice Buick anymore.
He had to sell it to pay for the boy's braces.

Chapter 8



See the Orthodontist.
He is removing the boy's brace.
The boy will never have to wear a brace again.
Ever.
The boy is happy.
The boy's family is happy.
Poor, but happy.
However ...
To make sure his teeth remain straight,
The Orthodontist announces
That the boy will have to wear a retainer.

Chapter 9



See the retainer.
The retainer is another kind of brace.
The boy will have to wear it for six years
To insure the permanent effect of the first brace.
Isn't that nice?
Of course, there will be a slight charge for the retainer ...
Plus for each visit over the next six years.
Isn't that nice?
In one minute, the Orthodontist will have crooked teeth.
He will call it a "malocclusion."
The boy's father will call it "a punch in the mouth."

A MAD PEEK BEHIND THE SCENES AT A HEALTH SPA

WRITER DICK DEBARTOLO

ARTIST AL JAFFEE

COLORIST NATHAN KANE

ORIGINALLY PUBLISHED
IN MAD #264,
JUL 1986

It never fails! This place has 600 lockers, but the attendant makes sure the only four people in the whole gym are crowded in together!

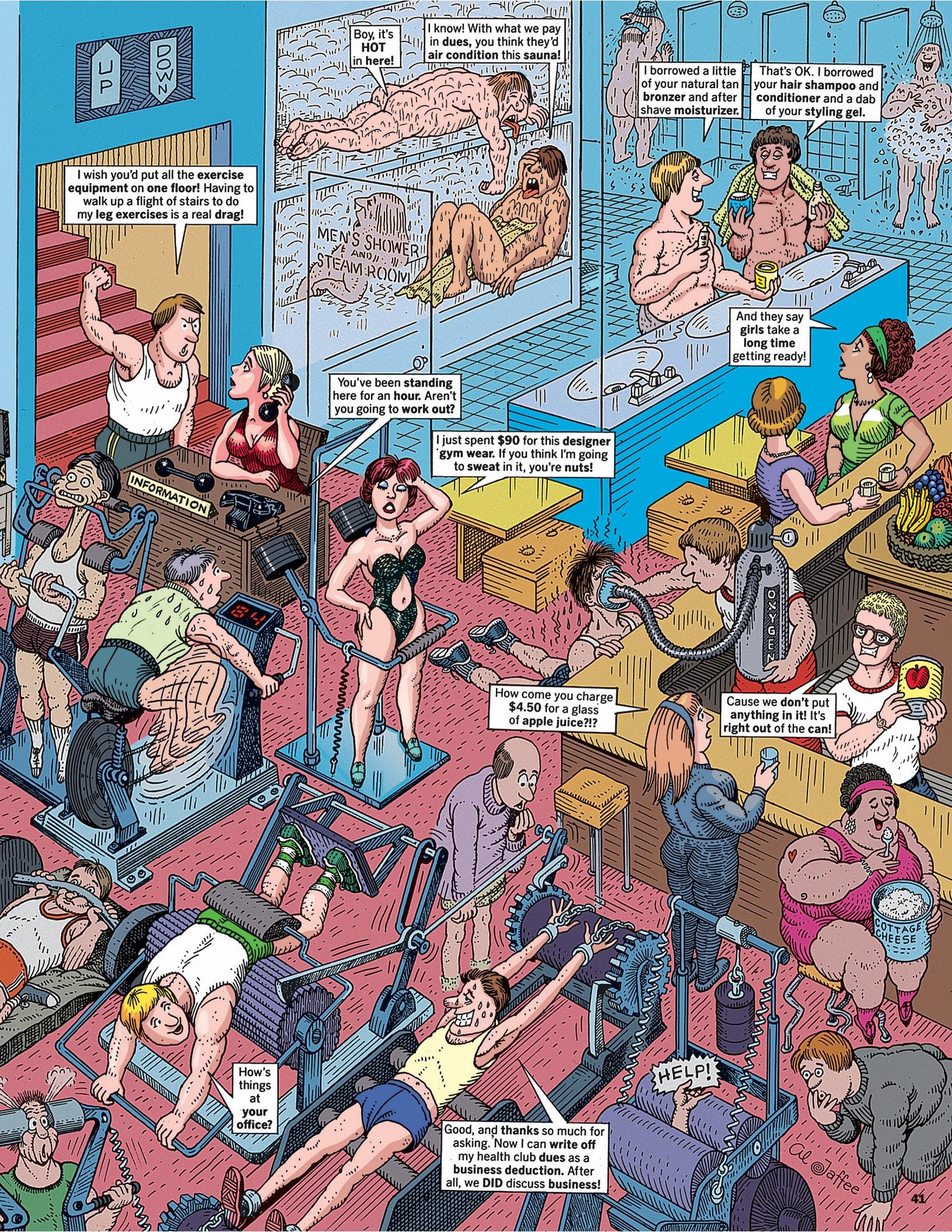
We don't rush people into signing a contract... but our once-in-a-lifetime special discount sale does end in fifteen minutes!

After you pay for your first year membership at the health club, we give you three days to think it over.

And if I want, can I come back and get a refund?

Not exactly. We give you full credit which can be used at our health food bar. Of course, you can't use our health food bar unless you're a paid up member of our health club!

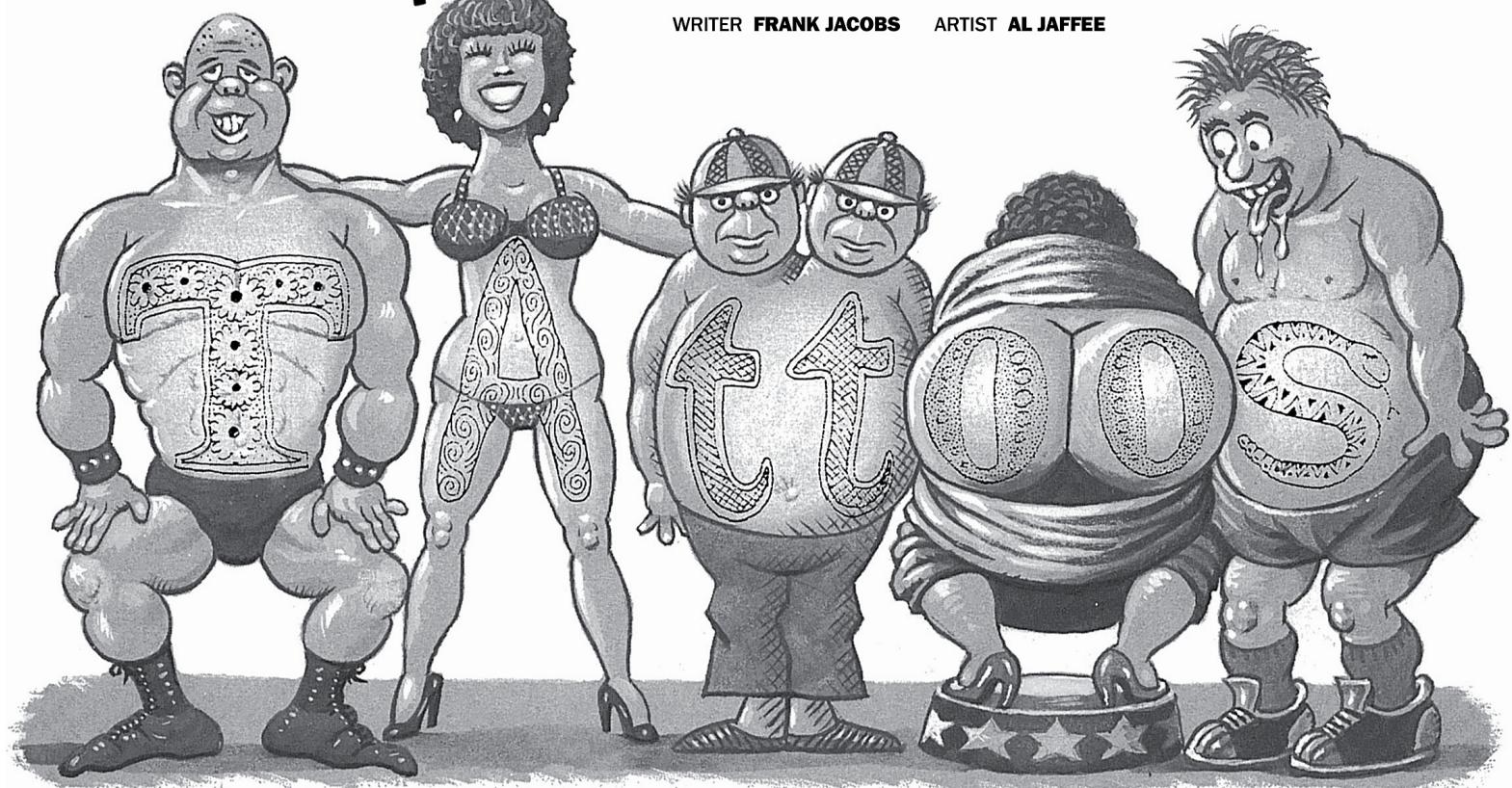




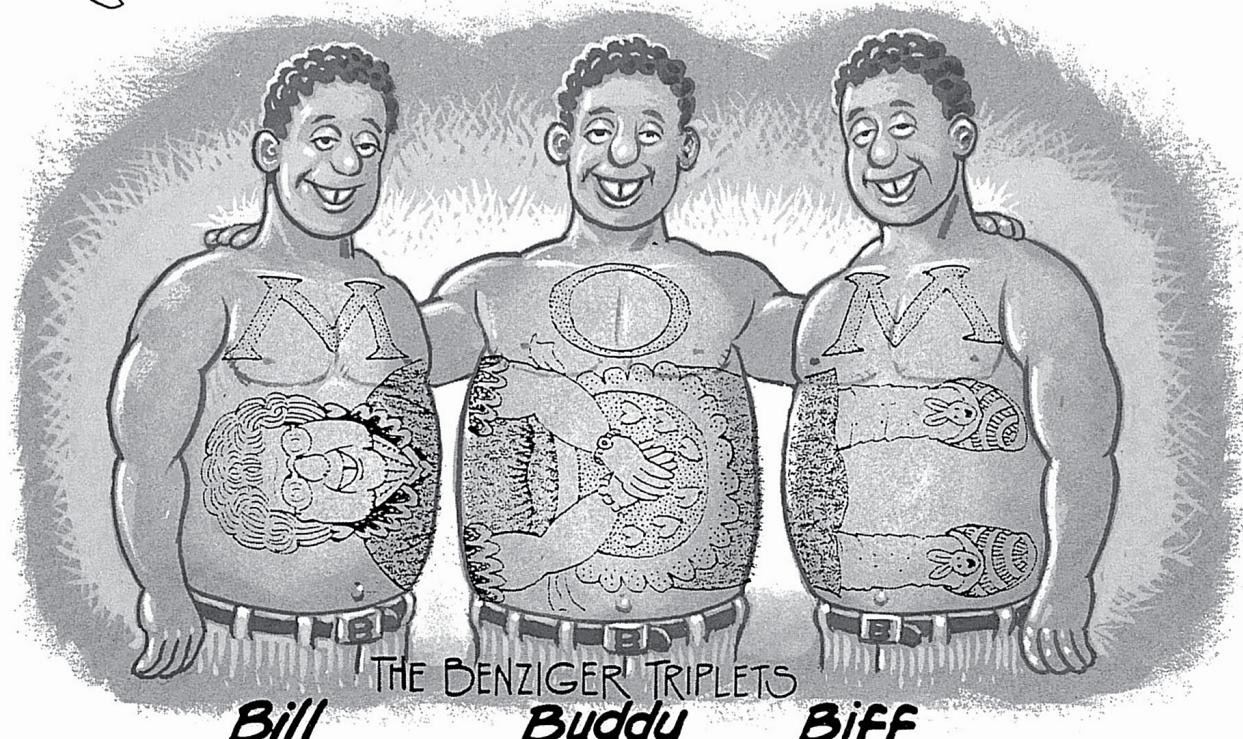
LEGEND HAS IT THAT THE FIRST TATTOO, THAT OF A WINGED CAMEL ON THE BUTTOCK OF A PARAGUAYAN WITCH DOCTOR, WAS DESIGNED TO KEEP EVIL MONGEES AT BAY. WHILE THE SOCIAL EVOLUTION OF THE TATTOO REMAINS UNCLEAR, MOST HISTORIANS ARE IN AGREEMENT THAT NO ONE CARES ABOUT IT ANYWAY! STILL, THE FACT IS THERE'S A FAT GUY NAMED HECKY IN DAYTONA BEACH WHO MAKES A PRETTY GOOD LIVING ENGRAVING MERMAIDS AND DEVILS ON THE BELLIES OF OVERWEIGHT BIKERS! BUT FOR A REALLY IDIOTIC OVERVIEW OF THESE SKIN DECORATIONS, YOU'RE GOING TO HAVE TO PERUSE THE FOLLOWING:

A MAD COMMENTARY:

WRITER FRANK JACOBS ARTIST AL JAFFEE



IN THE BEGINNING, TATTOOS WERE PRIMARILY USED AS A WAY OF SHOWING CAMARADERIE OR AFFECTION.



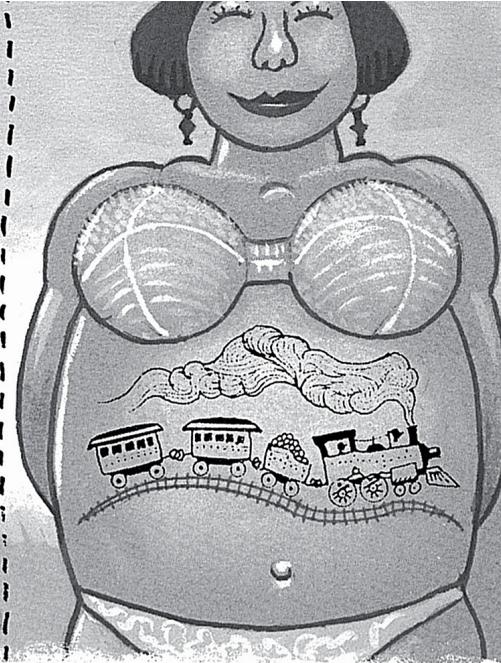
THE BENZIGER TRIPLETS

Bill

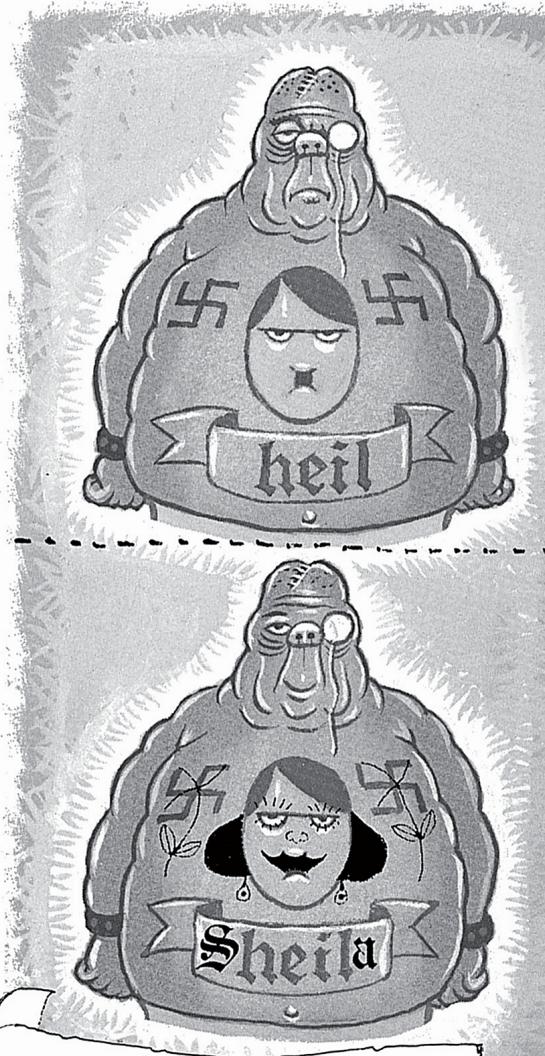
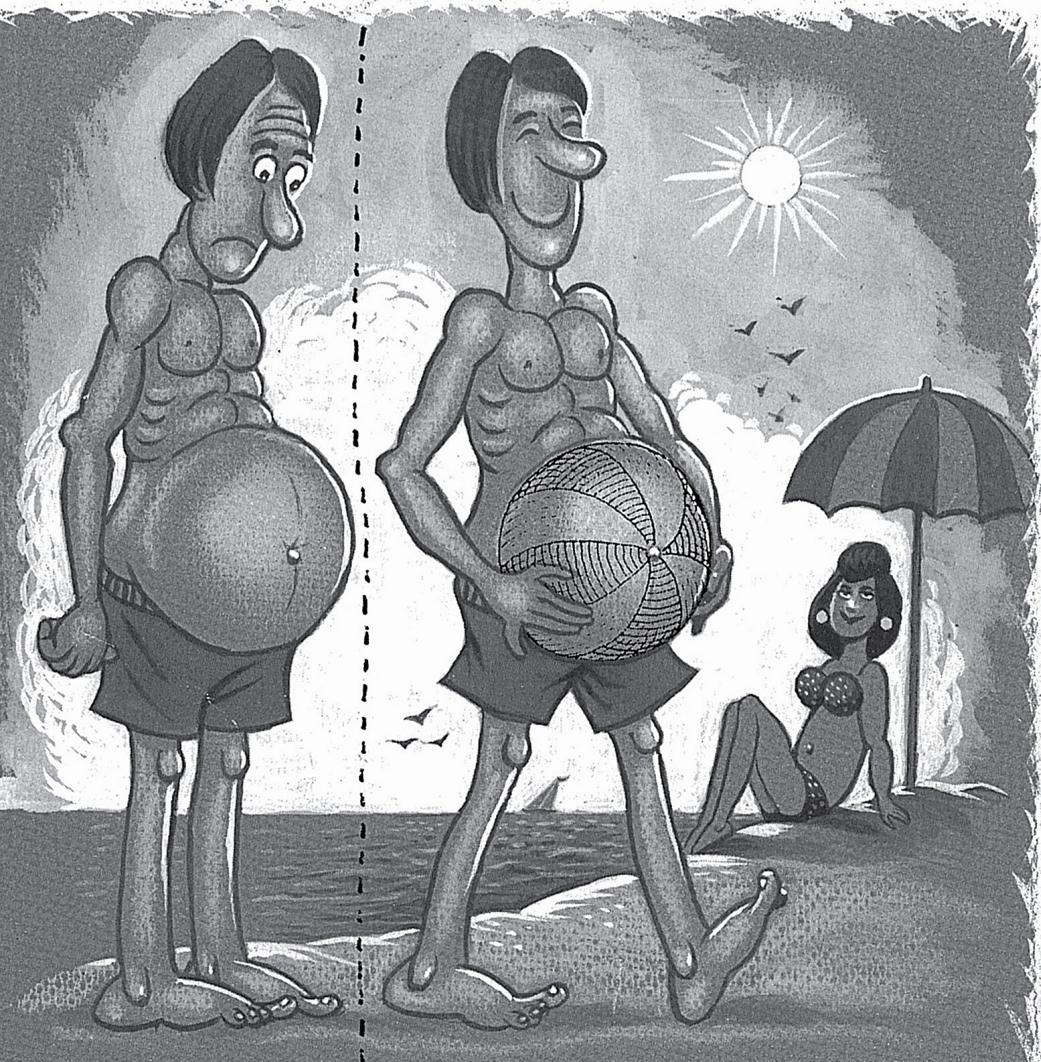
Buddy

Biff

BUT THESE DAYS,
TATTOOS ALSO
SERVE MANY
OTHER PURPOSES.
FOR EXAMPLE, A
TATTOO CAN BE
USED TO
CAMOUFLAGE AN
UNSIGHTLY
SURGICAL SCAR.

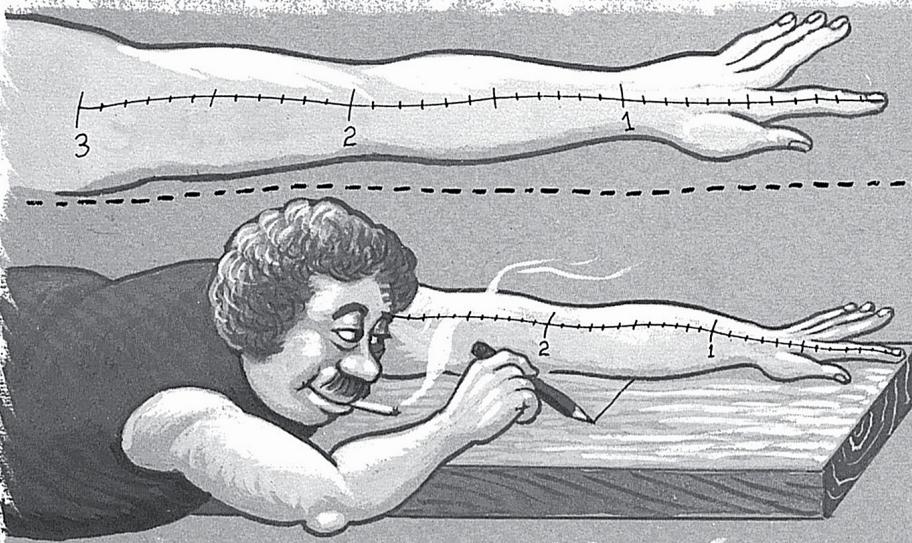


A TATTOO CAN ALSO BE A NIFTY WAY
TO HIDE A POT BELLY ON THE BEACH.

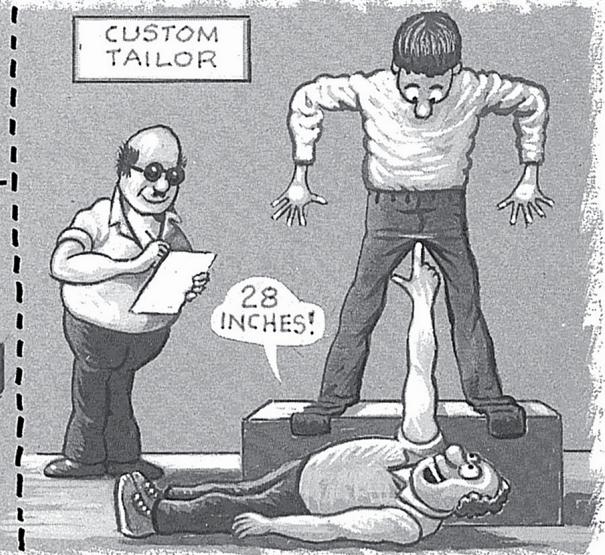


SOMETIMES IT'S
NECESSARY TO ALTER A
TATTOO.
FOR EXAMPLE TAKE THIS
EX-NAZI WHO'S TRYING
TO COVER UP HIS ODIOUS
PAST.

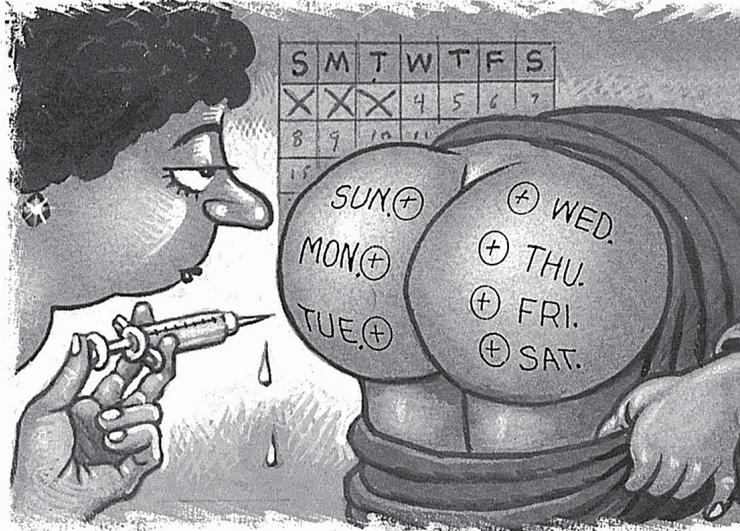
TATTOOS CAN ALSO BE FUNCTIONAL. THIS LUCKY HOME HANDYMAN WILL NEVER AGAIN HAVE TO SEARCH FOR A RULER.



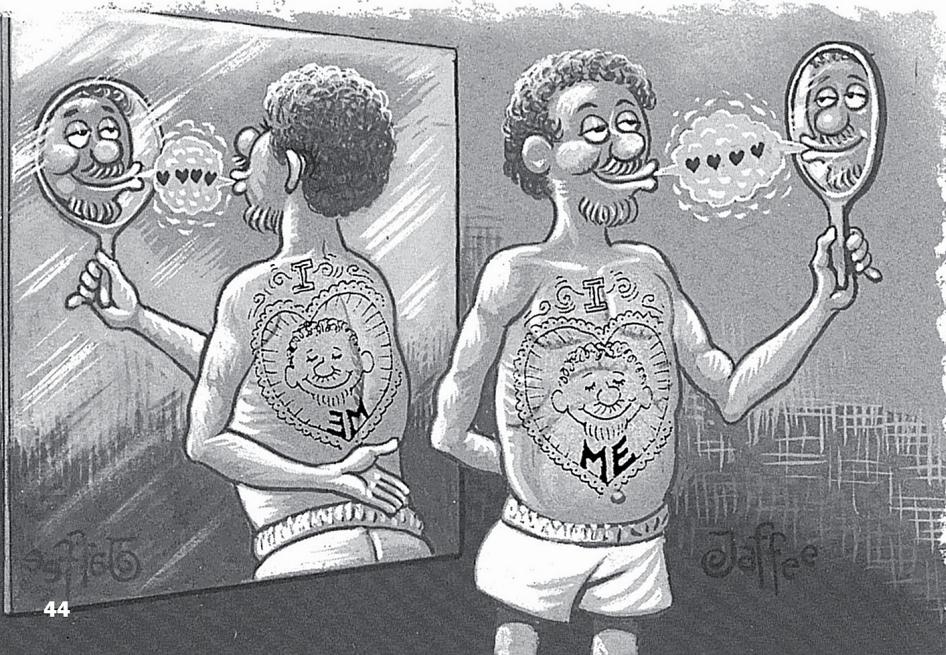
LIKewise for this hardworking tailor



AND FOR THE FORGETFUL TYPIST,
A SET OF TATTOOS MIGHT BE
JUST THE THING.



Likewise, for an allergy sufferer who often feels like a human pin-cushion, a tattoo can help doctors avoid injecting the patient over and over again in the same spot.



UNFORTUNATELY,
MOST PEOPLE
WHO GET A
TATTOO ARE
NOTHING MORE
THAN SILLY
NARCISSISTIC
EGOTISTICAL
EXHIBITIONISTS.



The article originally scheduled for this spot will not be seen in order that we may bring you the following "TV SPECIAL" satire article—mainly, MAD's version of...

THE MISS AMERICAN BEAUTY PAGEANT

And here is your host for the "Miss American Pageant"... lovely Bert Teeth . . .

Thank you, Ladies and Gentlemen! Yes—tonight is the night . . . the culmination of weeks and months of frantic searching and auditioning and eliminating . . . to find "Miss American of 1966"! Ah—there's something stirring in the air tonight! But, then, there always is when you have an auditorium full of nervous people!

I'm Bert Teeth, your "Miss American Pageant-Master"! It will be my job to introduce you to your Network Hostess for this evening, lovely ex-"Miss American," Bess Myerling—who will introduce you to your Announcer, lovely Cameron Sneezy—who will introduce you to our sponsor, lovely "Clairvoyant Products"—then turn you back to lovely me!

And then, I'll introduce you to the lovely "Award Handlers" and the lovely "Award Moderators" and the lovely "Award Presenters" and the lovely "Members Of The Orchestra" and the lovely "Stage Hands" and the lovely "Cleaning Ladies" and . . . let's see . . . Is that everyone? I forgot WHO??

Oh, yes! The lovely Girls who will be competing for "Miss American"! You'll also meet them!



WRITER DICK DEBARTOLO ARTIST MORT DRUCKER

But first, let me introduce you to our lovely Judges! From the world of "High Fashion"—The President of the "BBD Jockey Shorts Company"—Mr. Thomas Alger!

Thank you, Bert! I'd just like to say that the "BBD Company" will be awarding TWO coveted prizes to tonight's winner . . . A \$7.50 Scholarship—and \$1000 worth of BBD Jockey Shorts!

Thank you, Mr. Alger! For our second Judge . . . from the world of "Charm and Poise" . . . here is the President of the Lady Sabrina Finishing School . . . Lady Sabrina Finishing herself! Er—Lady . . . ?

Oh, my goodness! That's me! Thank you, Bert, and good luck to all of our lovely, lovely contestants! May the best broad win! And, oh yes, tonight's winner will be invited to attend the Lady Sabrina Finishing School—where we will finish her!

And finally—from the world of "Motion Pictures", here is our third Judge . . . the famous acclaimed Producer—Mr. Otto Pluminger!



Tenk you! I vant to say
dot I vill personally
audition tonight's
vinner for a possible
part in my next possible
picture—a sequel to my
last two big hits . . .
"UNTAMED FLESH" . . . und
"SON OF UNTAMED FLESH"!

Thank you, Otto, and
congratulations for
winning **TWO** Academy
Awards for "Filth"—
one for color, and
one for **black & white!**

And now, Ladies and
Gentlemen . . . the
moment you've been
waiting for! It's
time to bring on
the broa—**GIRLS!**

First—
here is
**"MISS
EASTERN
UNITED
STATES"!**

There she is, she represents the East! ♫
Just a glance tells you she's no beast!
She stole my heart with all her kissing,
But my wrist watch is also missing!
So if any cops out there are listening—
Keep your eye on the girl from the East!



And
here's
**"MISS
WESTERN
UNITED
STATES"!**

There she is, she represents the West!
Take your pick, is this sweet doll the best?
She is the one girl that caught my eye . . .
She's also the one that got me high!
So if her parents are standing by— ♫ ♫
Keep your eye on your girl from the West!

And
finally,
**"MISS
MIDDLE
UNITED
STATES"!**

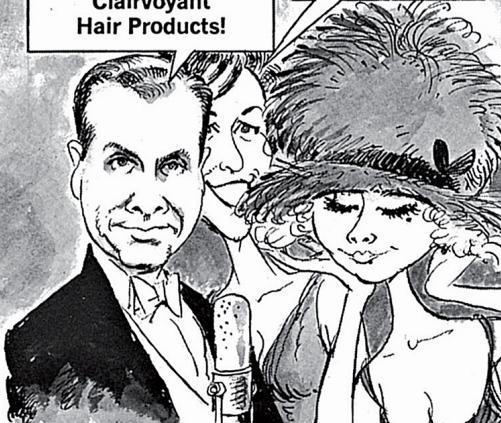
There she is, she represents the Middle!
Will she win, that's really the big riddle?
She is the beauty that gets my vote . . .
Mainly 'cause she's been out on my boat!
So if the Coast Guard is still afloat—
Keep your eye on the girl from the Middle!



And now, while we
wait for the next
step in our "Miss
American Pageant"—
the Personal
Interview, here's
Bess Myerling
with a word from
our sponsors—
**Clairvoyant
Hair Products!**

Girls, do you
have a problem
like this poor
child here? If
so, you probably
haven't taken
off your hat!
Er—take off
your hat, idiot!

There! See that mess! If you're like
her, you should try Clairvoyant's new
"Dozen Eggs Shampoo" . . . the shampoo
that contains one dozen eggs in every
bottle! It's made for dry hair, oily
hair, scrambled hair, sunnyside-up
hair and once-over-easy hair! Look for
Clairvoyant's "Dozen Eggs Shampoo" at
your grocer's dairy counter tomorrow!



By the way, tonight's winner will be
flown to Paris FREE on a world-famous
T.W.A. Jet . . . provided, of course, she
boards the plane after midnight on any
Monday-thru-Thursday, and returns within
14 days! PLUS—a 1966 Chauffeur-Driven
Cadillac Limousine will be placed at her
disposal for a full two weeks right here
in the U.S.A.! Unfortunately, it's the
same two weeks our winner will be in
Europe! Now, let's go down to Bert . . .



Ladies and Gentlemen, it's time now to meet our lovely contestants individually! But first . . . let's meet them one at a time!

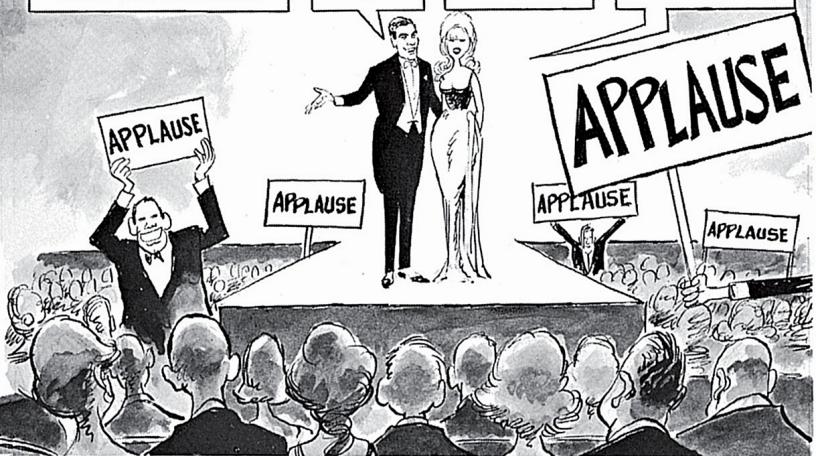
Here is beautiful "MISS EAST"—Dianne Ringer!

Just listen to that spontaneous applause, Dianne!

It's wonderful, just wonderful, Bert! It's the most wonderful thing I've ever heard!

Tell us something about yourself, Dianne!

Well, Bert, I'm just like any other ordinary, well-built, sexy, girl! I love life and I love animals and I love children, and I want to be a nurse, and then a doctor, and then an atomic scientist—unless, of course, I lose tonight, in which case I'll probably be a Belly Dancer!

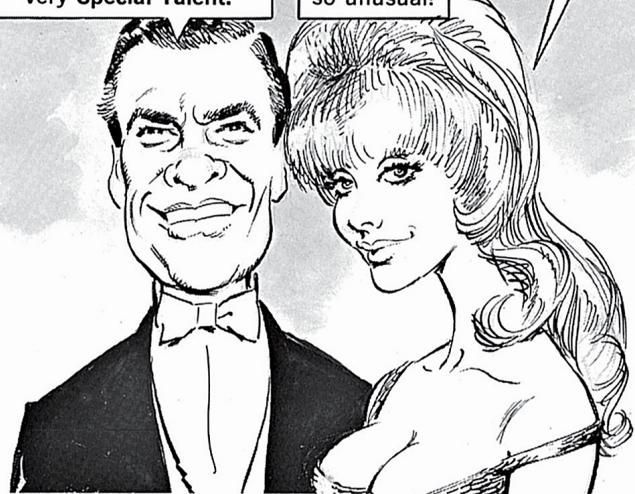


Beautiful sentiments, Dianne! And now we turn to the Talent portion of the competition! I understand you have a very Special Talent!

Yes, Bert! I cook and I knit and I sing!

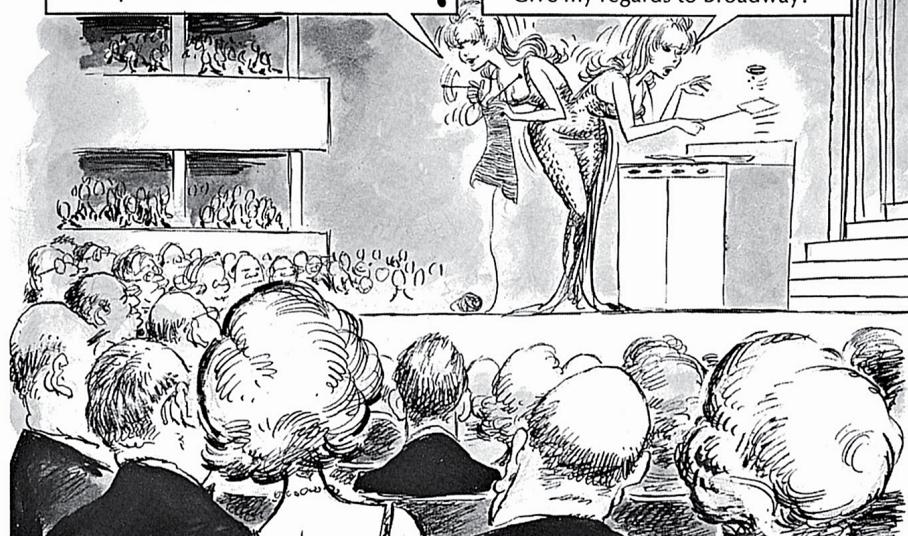
Yes, but I do them all at the same time! Watch!

That's not so unusual!



I wait for you when day is done—
Knitting two and purling one—
How do you like your hamburger done?
Deep in the heart of Texas!

When day is done I wait for you—
Knitting one and purling two—
Perhaps I should have made a stew!
Give my regards to Broadway!



Gee . . . that certainly was wonderful, Dianne!

Yes, but you'll have to forgive me for being so nervous! I just knitted you a hamburger!

Well, that's nothing to be embarrassed about!

How do you like your sweater—
Well-done, Medium, or Rare?



Hey . . . what about me? Am I supposed to rot back here?

The golden voice of impetuous youth, folks!
Now, it's time to say "Good-bye" to Miss East—

. . . and good riddance, too!

. . . and "Hello" to "MISS WEST"!

Are you calling li'l ol' ME??



Ladies and Gentlemen, let's meet "Miss West"—lovely Betty Booze! Tell us something about yourself, Betty!

Well, I'd just like to say that I love life and I love animals and I love children! But I REALLY love them! Not that cheap kind of love like the dizzy broad who went before me has for them!



I mean, I love Humanity! And if I win tonight, I'm going to take the prize money and buy all the Humanity I can lay my hands on! That's how much I love Humanity! Sob ... I only wish ... sob-sob—

There, there! Here's my hanky! Now, what about your Special Talent, Betty?

This—sob-sob—is it! I CRY! I—sob—can cry at a moment's notice! Sob-sob! Boo-hoo-hoo . . .

Well . . . if you'll cry off-stage, we can meet our final contestant—

Here she is—"MISS MIDDLE"—lovely Lydia Lush! Lydia tell us about yourself . . .

Well, I love all the poor people, and I love all the sick people . . . and nothing makes me happier than seeing a whole bunch of poor, sick people! I mean, I feel so—so above them! And I also love sports—all sports—even the sports who aren't exactly millionaires!



And how about your Special Talent, Lydia?

My Special Talent is hard to demonstrate on this stage, Bert...because it's base jumping! Nothing else gives me as big of a thrill as the chill of air blowing against my lady bits! But this is a big theater...perhaps I can figure out a way to jump for you!

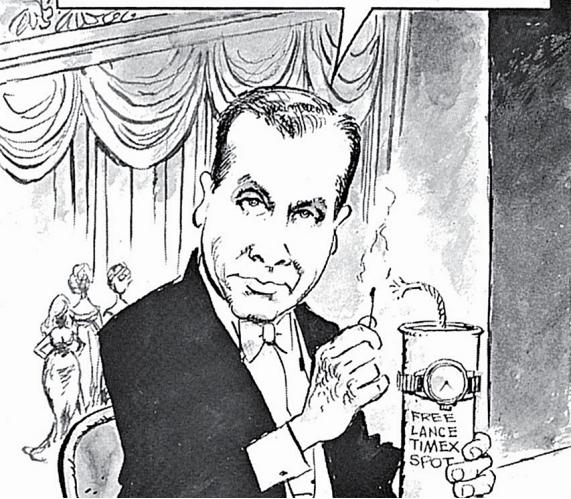
And I guess all I have to do is say how high! Right, honey?

Well, folks, it's Judging Time! While the Judges are making up their minds which lucky girl will be asked to come up with a small deposit in order to wear the diamond "Miss American" crown, here is Bess Myerling—with a word from Clairvoyant!

Is it true blondes have more fun? Listen to Mrs. Selma Howzfrow—

Last month, I had dull, dingy, grey hair! Then one night, my husband came home and was he surprised! I mean, he was really shocked!

Since then, he's taken me dining and dancing almost every night! And he's given me jewelry and a fur coat and a new car! And it's all because I found out about that fabulous blonde he was seeing on the side! Yep, it's true blondes have more fun! But we girls with dull, dingy grey hair still manage to end up with the husbands!



So don't let that happen to you, Girls! Get Clairvoyant "Dull and Dingy"—the hair coloring product for the woman with marriage on her mind! Forget about being a blonde and having all that fun! Be a "Dull and Dingy"—have all that security! And now, let's go down to Bert . . .



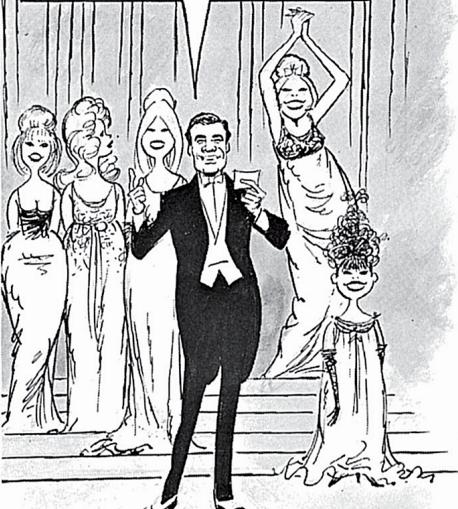
Here it is, folks—that fabulous moment we've all been waiting for! May I have the envelope, please?

The Winner for the Best Supporting Actress in a Terrible Musical is—

Hey, this is the wrong envelope! The RIGHT envelope, please . . .



The Winner, and the new "Miss American of 1967" is . . .
MISS WEST . . . Betty Booze . . .



This is a wonderful moment for you, Betty! Do you—er—have the small deposit with you?

Yes, I do, Bert! Here it is . . . \$10,000.00!

Then I officially crown you "Miss American" . . .

Golly, gee, this is such an honor! I can hardly believe it! And I can hardly wait to see all my old friends, so I can lord it over them!



The Runner-Up, by the way, is "Miss East"—lovely Dianne Ringer . . .

Thank you, Bert! I just want to say, from the bottom of my heart, it's better than nothing!!

And now, just to wrap things up, let's bring on the Loser, Lydia Lush, "Miss Middle" . . .



Oh wait...I just realized I forgot my para-CHU-U-U-

UUTE!!



And that's typical of all the contestants in the Annual "Miss American Pageant" folks! She wasn't content to just lose the pageant...she had to be an overachiever and lose her life!

Well, that about wraps it up for this year, Ladies and Gentlemen! If you can take this kind of slush and phony sentiment again, tune us in next year! Till then, this is Mrs. Teeth's boy, Bert, saying "Nighty-night . . ."





DISSIN' MAKEUP DEPT.

Once upon a time, eyebrow maintenance wasn't a monthly expense, and gym-size beauty warehouses didn't exist. Now there's a plethora of products to enhance appearance, and some vain people are obsessed. To find out if you are one of them, check out these...

Signs You're

You've sought emergency treatment for a visible pore

He gets to go before ME?! I've been out here for 15 minutes, and my ice pack is WARM!!



The kids dread "Mommy's hair time"

But we did watch Frozen, twice, and we're, like, super starving!



Rent money was spent on grooming equipment

Want me to touch up YOUR brows?

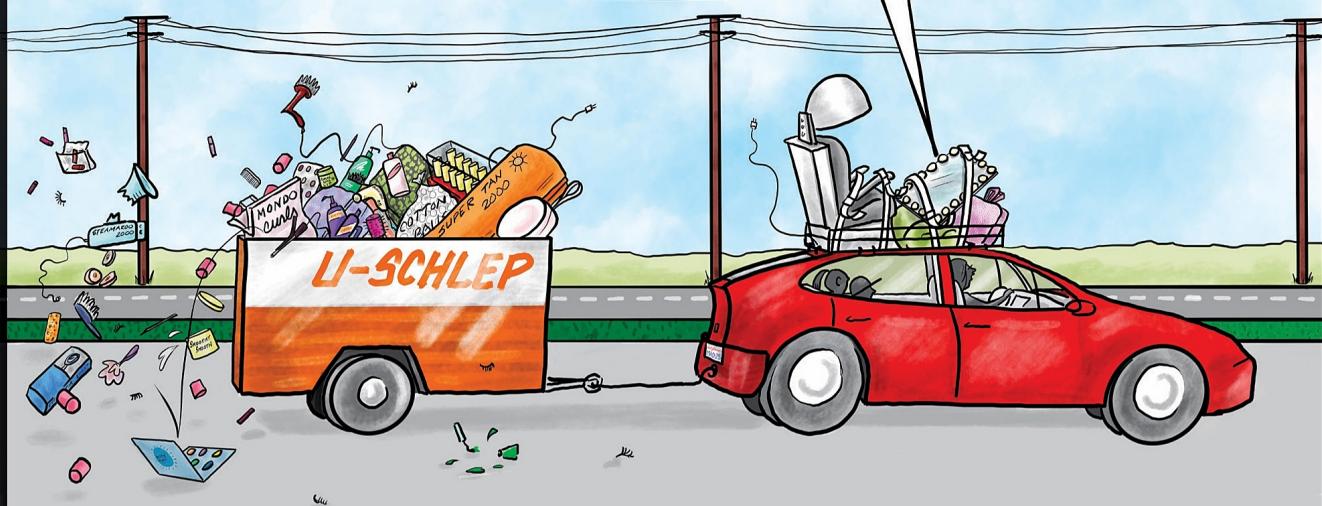


Fixated on Flawlessness

WRITER & ARTIST TERESA BURNS PARKHURST

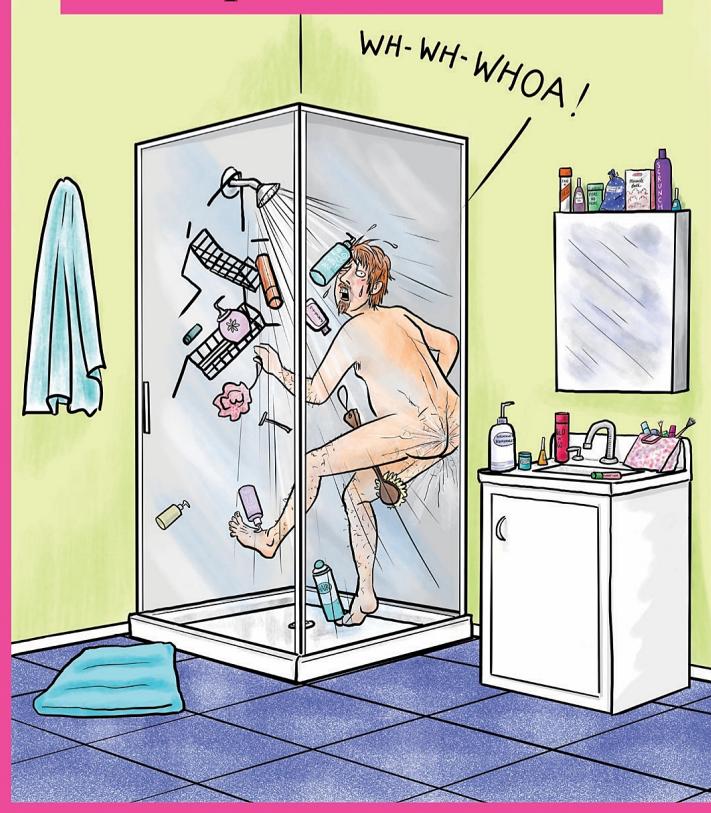
When traveling, you need a trailer for all your supplies

All right kids, enough about not being able to bring YOUR suitcases!



Injuries have been sustained from product avalanches

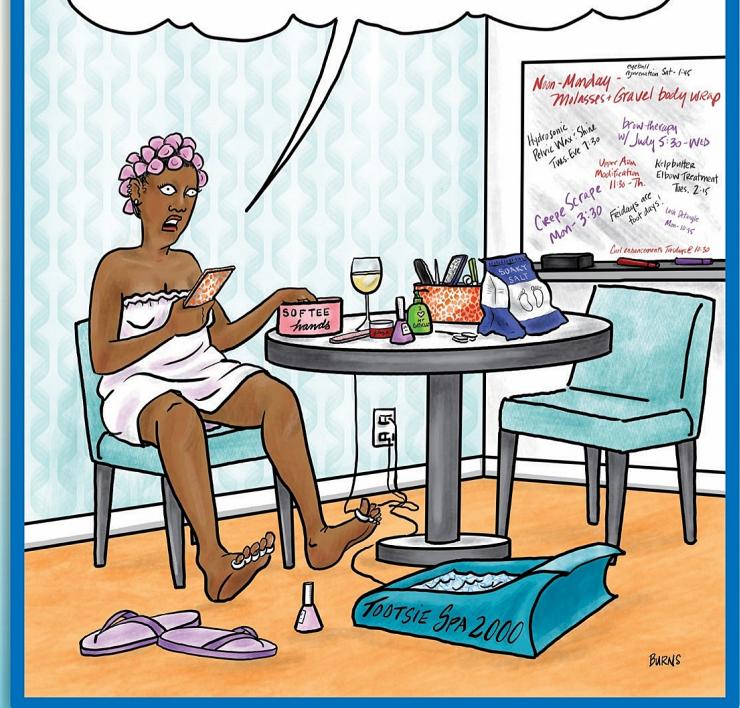
WH-WH-WHOA!



Making plans is complicated

Who calls someone on a Tuesday and expects them to be ready by FRIDAY???

Non-Monday
Minerals + Gravel body wrap
Hydrotherapy
Rock Wave Shrub
Time Eat 7:30
Upper Arm
Medication
Elbow Treatment
Tues 2:15
Crepe Scrape
Mon 3:30
Fridays off
Foot Bath
Ice Bag
Mass 10:15
Gel manicure Tuesdays 11:30

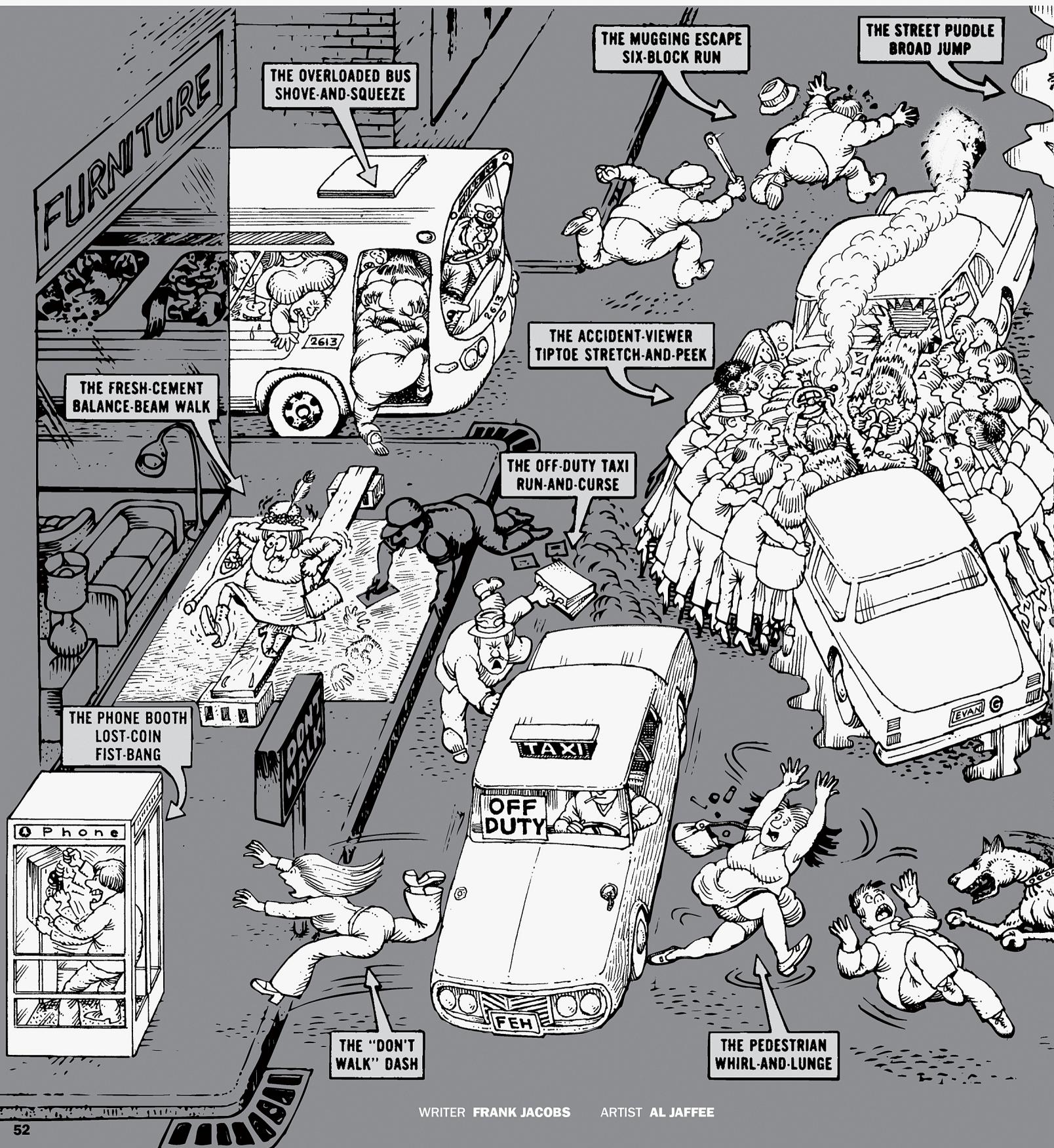


BURNS



We've read that people who live in big cities are becoming soft and flabby because of limited opportunity. Cities get all sorts of exercise without even realizing it. As a matter of fact, they can't avoid it.

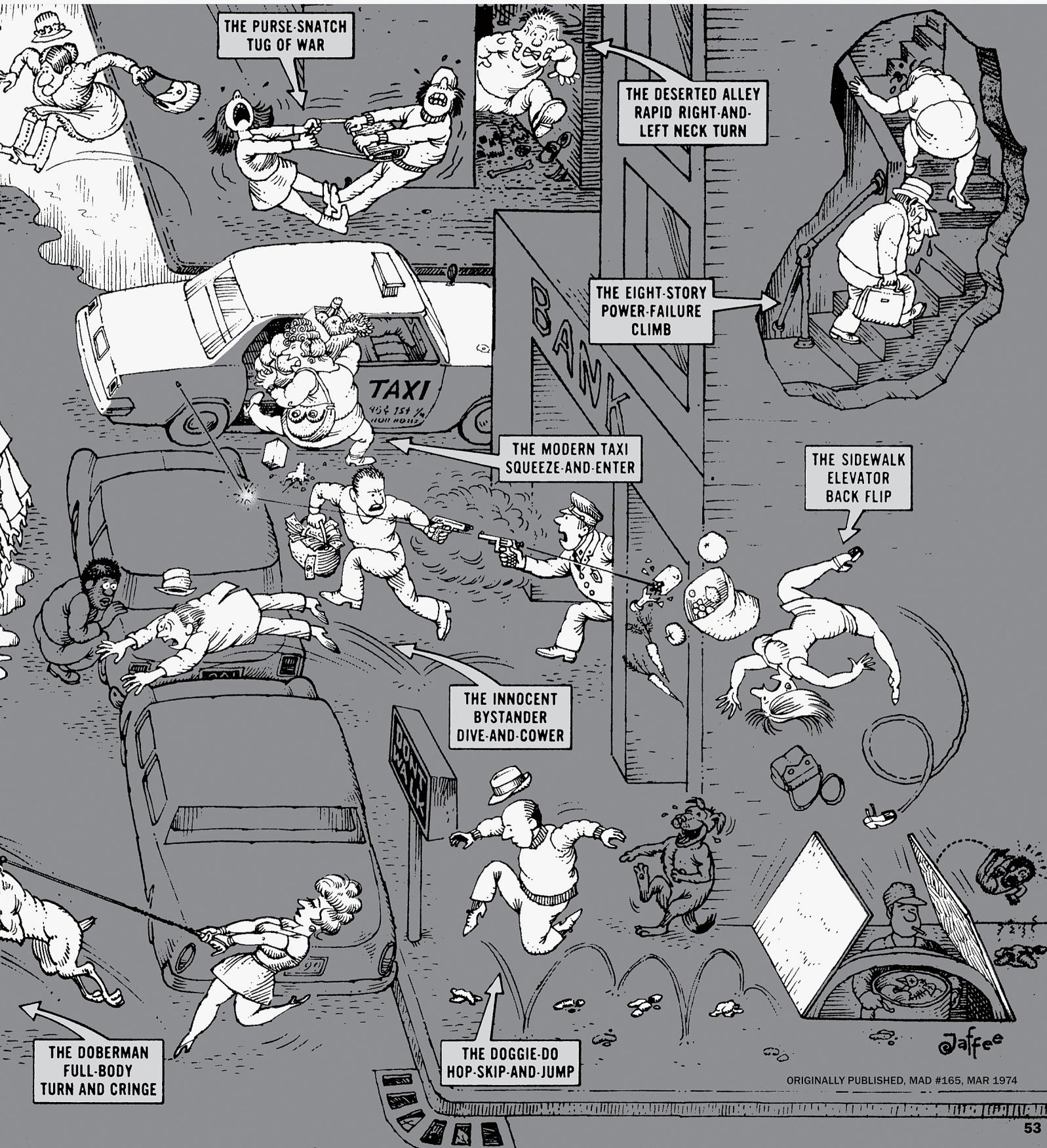
UNAVOIDABLE EXERCISES





opportunities for sports and exercise. Well, we at MAD say that's ridiculous. People who live in
void getting exercise, as you'll see in this panorama, depicting many and varied...

FOR THE URBAN DWELLER



ORIGINALLY PUBLISHED, MAD #165, MAR 1974



DI(WHY) MAKEOVER DEPT.

A MAD GUIDE TO RADICAL

SELF-IMPROVEMENT

In this modern age, no one needs to be deemed a loser or an unsightly nuisance. After years of tireless (yawn) investigation, our research team at MAD has developed an easy five-step formula to radically improve your appearance. By using our highly scientific strategy, you'll not only become attractive, you'll also be extremely popular. Simply follow the instructions below. Remember, you have nothing to lose!

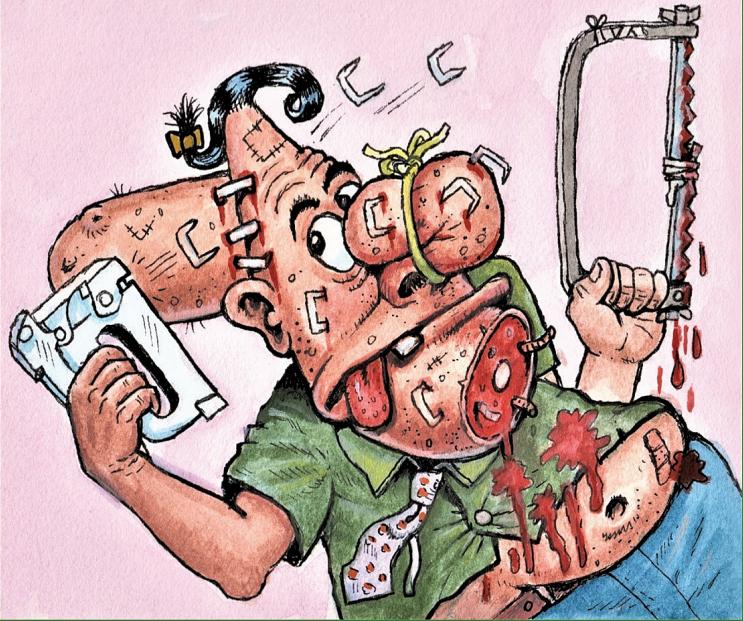
WRITER & ARTIST TOM BUNK



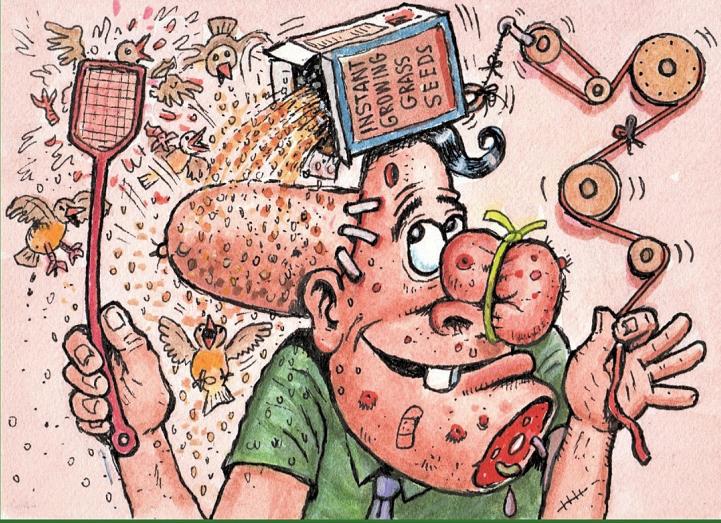
STEP ONE: To reduce your jumbo-size schnoz by 50 percent, fold it in the middle and fasten it permanently with a triple knot.



STEP TWO: Correct the flat back of your head by surgically removing your excess chin and stapling it to the occipital region.



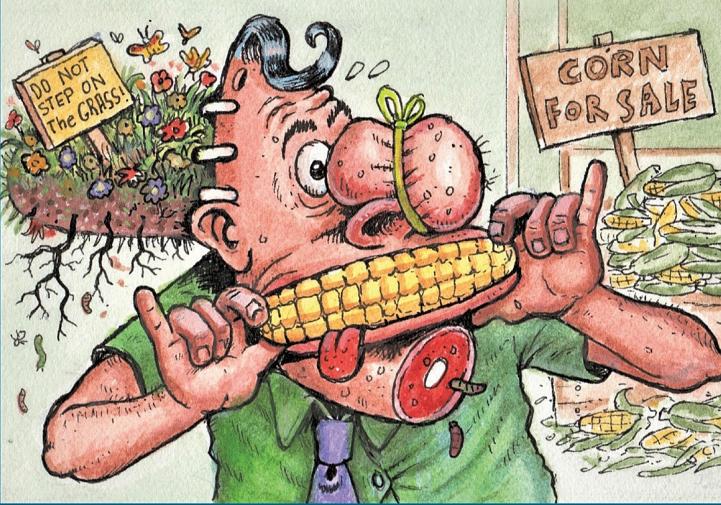
STEP THREE: There's nothing as attractive as a cool hairdo. Start growing one by sowing seeds of INSTA-GRASS on your balding head.



Then add water and wait 5-8 minutes for the seeds to sprout!

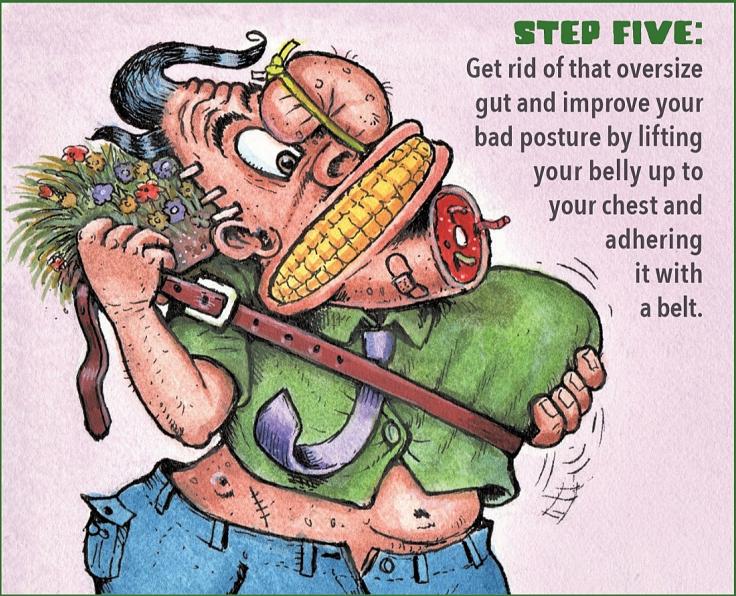


STEP FOUR: A healthy smile is crucial to success. Instead of wasting money on a dentist, just insert a corncob into your mouth.



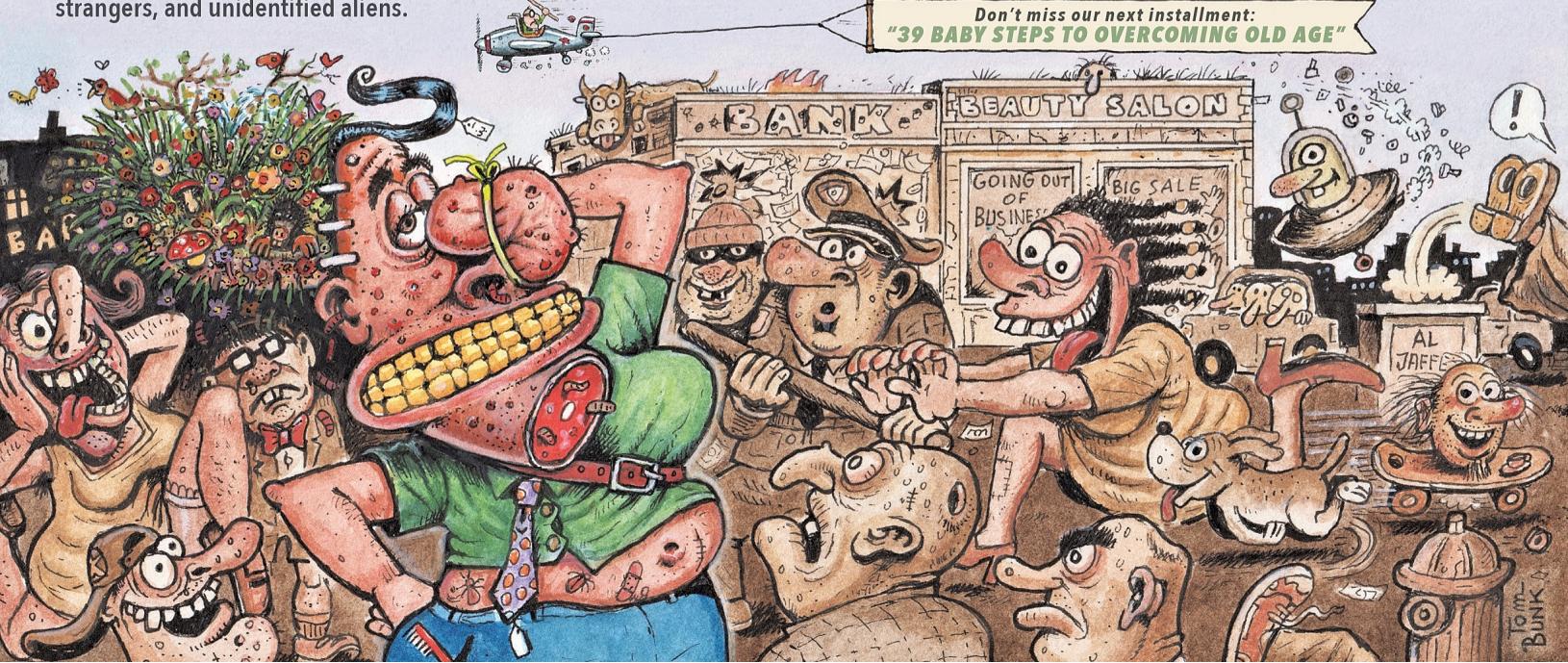
STEP FIVE:

Get rid of that oversize gut and improve your bad posture by lifting your belly up to your chest and adhering it with a belt.



CONGRATULATIONS! You have successfully completed the program and can safely step outside and mingle among regular people. As you test out your radically improved appearance, you may be surprised by the effect it will have on friends, neighbors, total strangers, and unidentified aliens.

Don't miss our next installment:
"39 BABY STEPS TO OVERCOMING OLD AGE"





THE FINAL FACE LIFT

ROB ZOMBIE'S BEAUTY REGIMEN

WRITER PAULA SEVENBERGEN
ARTIST DEAN McADAM

HOW DOES THE HORROR MOVIE AND METAL MAESTRO STAY LOOKING SO ON-BRAND? WE GOT THE GOODS (AND THE BADS!) ON HIS DAILY ROUTINE.

Rise from my tomb and start the day by downing lemon water and two live mice.

Apply a face mask that deepens and darkens my eye sockets.

Feed the bugs in my beard.

Give my skin an incinerator-smoke bath for maximum cragginess.

Do my forehead makeup (I like Clinique).

Drink a healthy smoothie made of almond milk, peyote, and plasma.

Meditate to better hear the demons in my head.

ORIGINALLY PUBLISHED IN MAD #10, DEC 2019



ORIGINALLY PUBLISHED IN MAD #3, OCT 2018



"Who would've thought that two members of a class-action lawsuit against a criminally negligent cosmetic surgeon could find true love?"

WRITER & ARTIST SCOTT NICKEL

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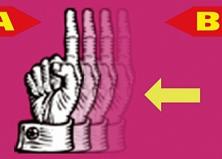
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WHICH BEAUTY
TREATMENT IS
MOST EFFECTIVE
AT RAISING
EYEBROWS?

HERE WE GO WITH AN ALL-NEW **MAD FOLD-IN**

Feeling the pressure of today's unrealistic beauty standards, many people resort to cosmetic enhancements to alter their appearance. Of the many options available, there is one popular procedure that reliably produces a certain "look." To see which one that is, fold in as shown.

SWIPE FROM B TO A TO FOLD



ONCE CONSIDERED TABOO BY SOCIETY,
COSMETIC PROCEDURES HAVE BECOME
BROADLY ACCEPTED BY THE MASSES—AT LEAST
BY THOSE WHO CAN AFFORD THEM.
IMPLAUSIBLY ALTERED BODIES ARE TESTAMENTS
TO STATUS AND DISPOSABLE WEALTH.



WRITER & ARTIST JOHNNY SAMPSON

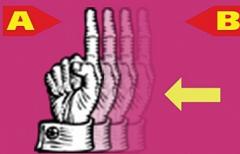


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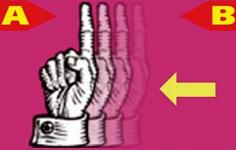


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**WHICH BEAUTY
TREATMENT IS
MOST EFFECTIVE
AT RAISING
EYEBROWS?**

SWIPE FROM B TO A TO FOLD



A < B



BREAST

IMPLANTS

A < B

**Why are we giving away the Bulgin' Belly Burner™ for only \$10?
(Because we tried to give it away for \$20 and that didn't work!)**

Bulgin' Belly Burner™

AS
SEEN ON
TV*

A MAD AD
PARODY



*On Nationwide
Consumer Fraud
Reports

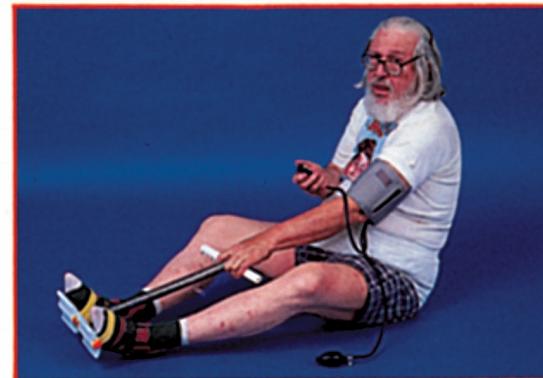
**Don't waste your hard-earned
cash on inferior imitations
when you can get the inferior
original for the same price!**



**Intensive back-stretch sends blood
rushing to lower abdomen and thighs!**



**Reverse leg-lifts leave hands free to
take important nutritional supplements!**



**Power sit-ups work your arteries
to their bursting point!**

To see how desperate overweight people are, our Special Consumer Alert Movement (SCAM) is offering this truly amazing device.

NOT AVAILABLE IN ANY STORE

The amazing Bulgin' Belly Burner will not be sold in any store! It's only offered by mail, where you can't get your hands on one until you have already paid for it!

Use it to flatten your tummy, firm your buttocks, mow your lawn, grate your cheese, slice your eggs—just about anything you can think of!

Forget about expensive gyms, difficult rowing machines and all the ridiculous claims in this ad. Just 10 minutes with the Bulgin' Belly Burner makes you feel as nauseous as if you had worked 40 minutes with heavy weights.

IRON CLAD MONEY-BACK GUARANTEE

Use the Bulgin' Belly Burner just 10

minutes a day for 5 years. If you're not 100% delighted with the new "you," try using it 20 minutes a day for the next 10 years. If you're still not in better shape than our professional models shown above, return the unit for a full refund. (Must be in brand-new condition, in original package, to qualify. Please include a \$15 restocking charge.)

ONLY ONE BELLY BURNER PER PERSON!

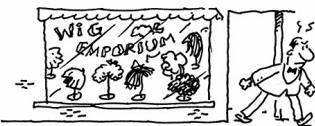
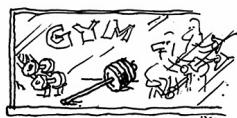
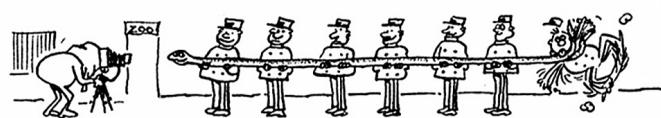
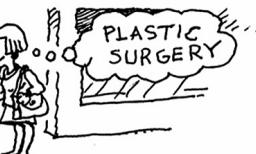
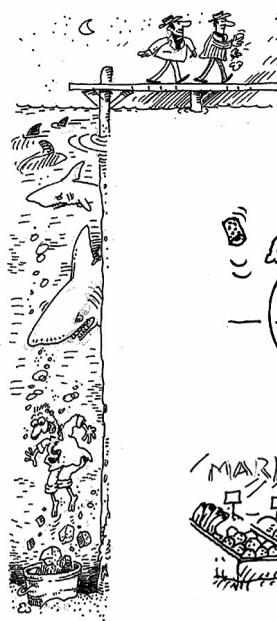
Only one unit per customer may be purchased. But we won't insult your intelligence by checking to see if you sent in multiple orders, so feel free to do so!

To order, mail this original ad together with \$10 for each Bulgin' Belly Burner, plus \$19.95 postage and handling and \$12.76 insurance, and an additional \$7.95 for the translated-from-Japanese instruction sheet. Allow 6 to 8 months for us to ship it and for you to forget that you ordered it.

Bulgin' Belly Burner, Cockamamie Products, Dept. Y-U, Gullibility, TX.

DRAWN OUT DRAMAS

BY
Sergio Aragonés



MAD

TM

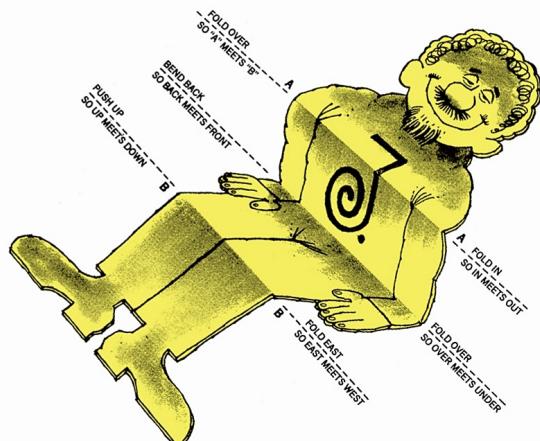
DIGITAL EDITION

BONUS MATERIAL!

Still haven't broken into a sweat yet?
How about pumping up the laughs with
another work out for your funny bone
from MAD #45, March 1959.



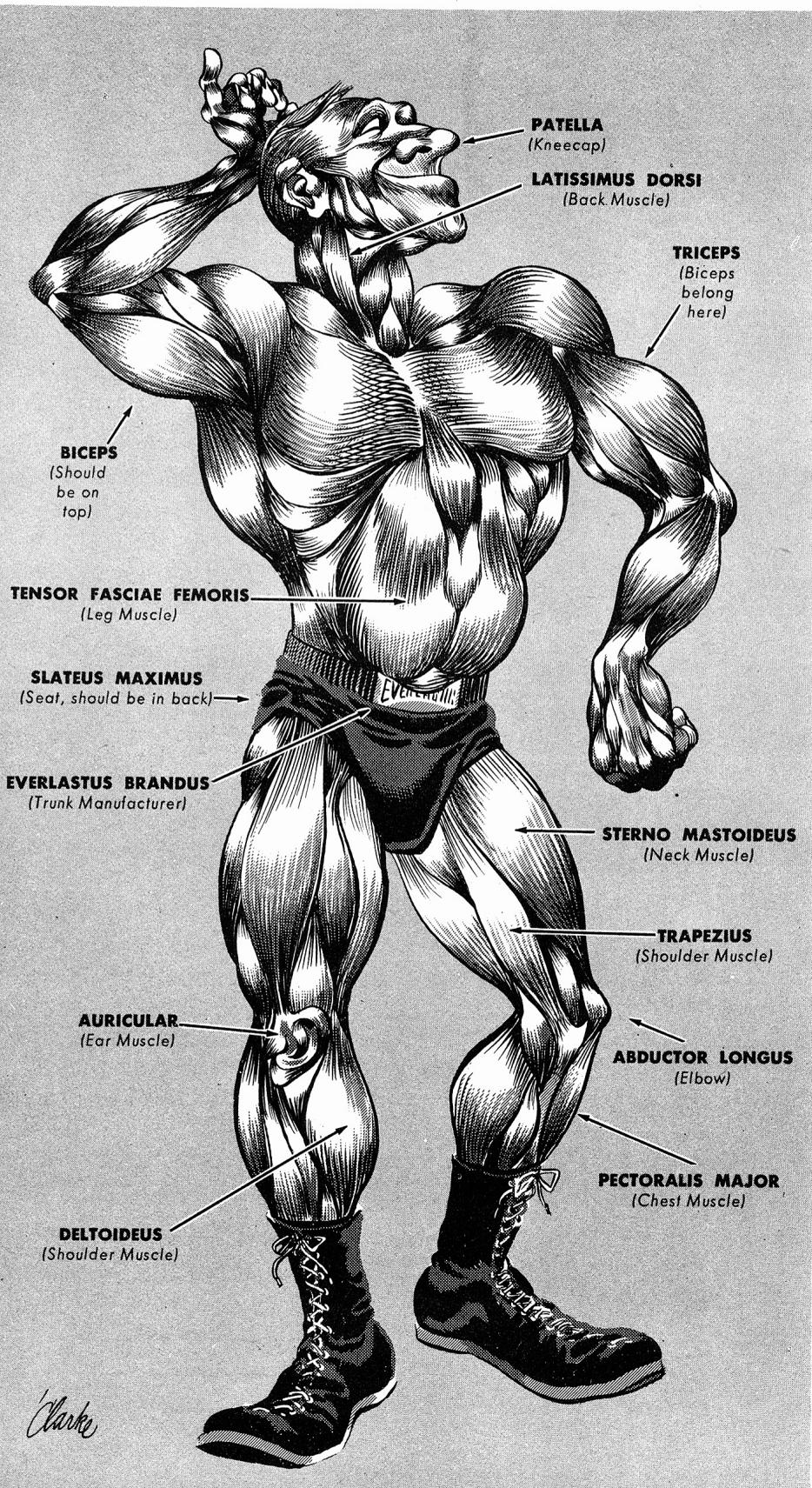
Get one last poke in the nose with
the body modifying Fold-in from
MAD #339, September 1995.



CHARLEY HORSE DEPT.

And now, MAD takes a look at the popular pastime which devotes itself to developing frequently goes too far with tissue that never should have been developed and enlarged

BODY-BUILDING AND



BODY-BUILDING AND WEIGHT-LIFTING PRODUCES EXTRAORDINARY PHYSICAL SPECIMENS

The man pictured here is Gus Clutz, undoubtedly the world's most extraordinary physical specimen. Through diligent exercising, Gus managed to develop and bring into full bloom every single muscle in his body. Scientists, doctors, and physical-culturists from all over the world have come to admire Gus, to examine and analyze him . . . not because this is the first time anyone has ever developed such perfect muscles, but because Gus has developed all these muscles in the **wrong places!** Please note that this is **not** an anatomical drawing of Gus's muscles underneath his skin. This is a drawing of Gus's muscles **on top** of his skin. Gus is presently on view at Harvard Medical College . . . preserved in a **large jar**.



and enlarging every bit of body tissue into granite-hard muscle . . . the pastime which
d into granite-hard muscle in the first place . . . mainly the tissue between the ears . . .

ND WEIGHT-LIFTING

WRITER AL JAFFEE

ARTIST BOB CLARKE

ADVANTAGES OF A WELL-BUILT BODY IN DAILY LIFE



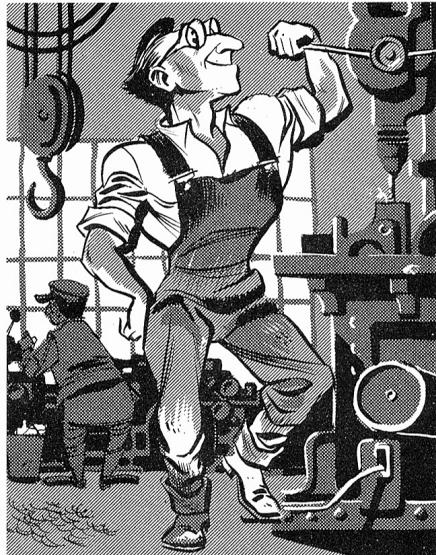
The purpose of Body-Building and Weight-Lifting is not to attain a gorgeous physique merely so you can admire it in the mirror while running your hands lovingly over each delightfully pulsating muscle . . . nor is it merely so you can go down to the beach and kick sand in that skinny guy's face and embarrass him in front of his girl. Actually, a well-built body is a vital asset in every daily activity.

COMMUTING



A good physique looks well when you strap-hang on those crowded subways.

WORKING



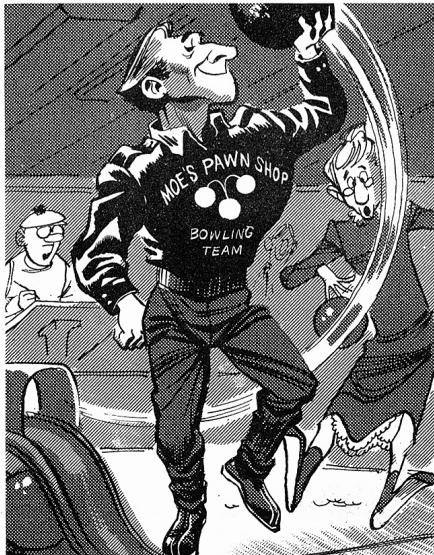
A good physique performs well when you have to work in a busy factory.

EATING



A good physique eats well when you must dine at a jammed luncheonette.

PLAYING



A good physique fares well when you compete in a sport with an audience.

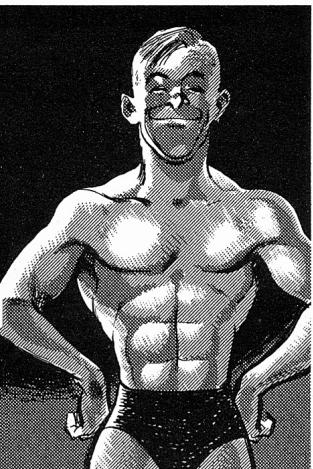
RESTING



A good physique relaxes as well as anything so musclebound can relax.

SPECIAL EXERCISES FOR DEVELOPING SPECIFIC MUSCLES

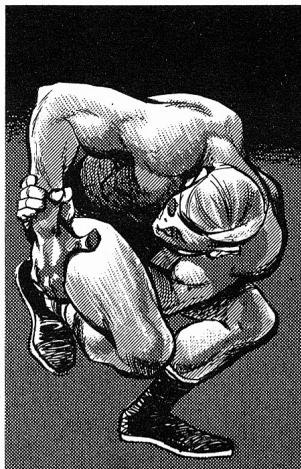
Every Body-Building and Weight-Lifting enthusiast knows that there is a special exercise designed to develop each specific muscle in the body. Here is a demonstration of a special exercise designed to develop a specific muscle.



Start to develop shoulder muscles.



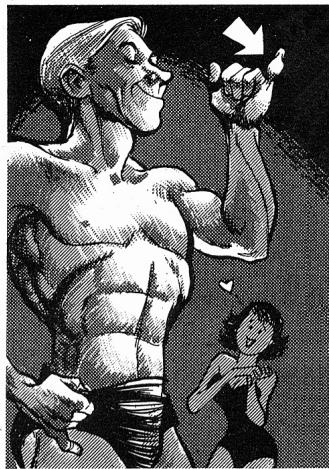
Step 1 ...



Step 2 ...



Step 3 ...

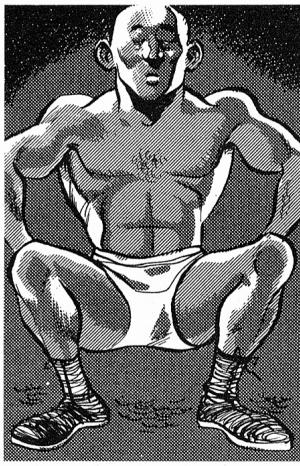


Repeat 1000 times and specific muscle (arrow) will be fully developed.

However, a Body-Building and Weight-Lifting enthusiast also knows that extreme caution must be taken to do each special exercise designed to develop a specific muscle exactly as prescribed, or wrong muscle may be developed.



Start to develop knee-cap muscle.



Step 1 ...



Step 2 ...

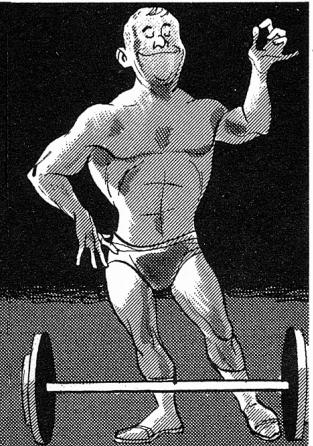


Step 3 ...

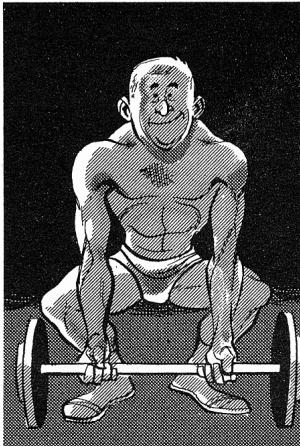


Wrong muscle developed. Not knee-cap muscle, but strain-muscle on forehead.

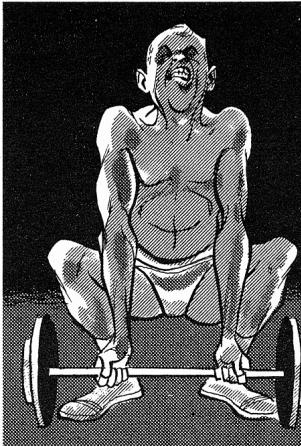
Every Body-Building and Weight-Lifting enthusiast also knows that extreme caution must be taken not to overdo specific exercises designed to develop specific muscles or, again, wrong muscles may accidentally be developed.



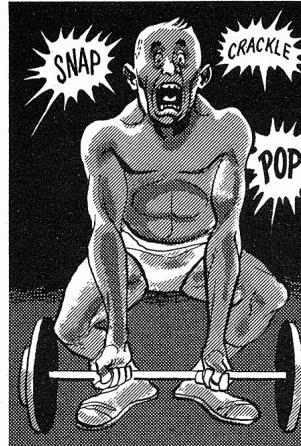
Start to develop specific muscle.



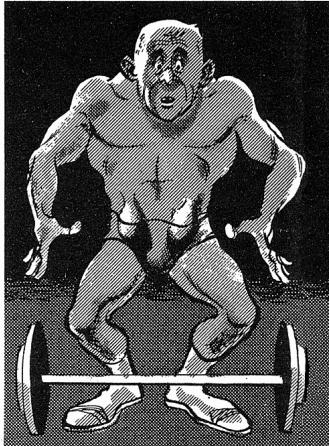
Step 1 ...



Step 2 ...



Step 3 ...

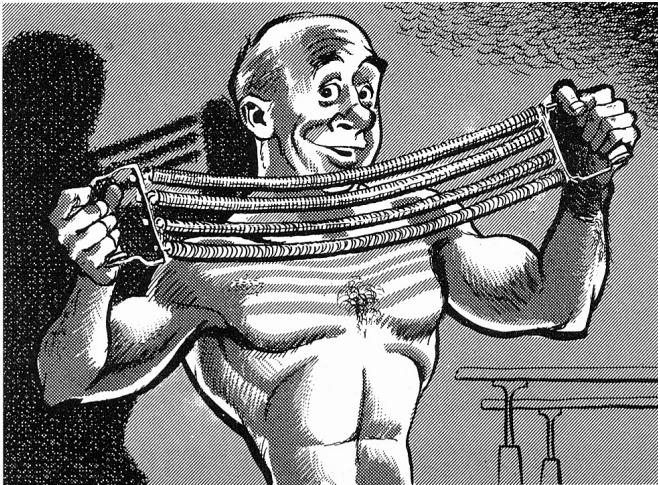


Again, wrong muscles are accidentally developed. These are called hernias.

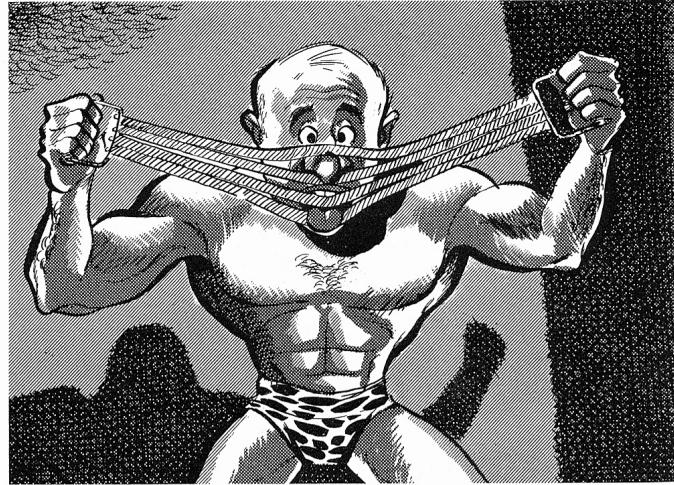
SPECIAL EQUIPMENT FOR DEVELOPING SPECIFIC MUSCLES

THE CHEST EXPANSOR

This Spring-Mechanism ...



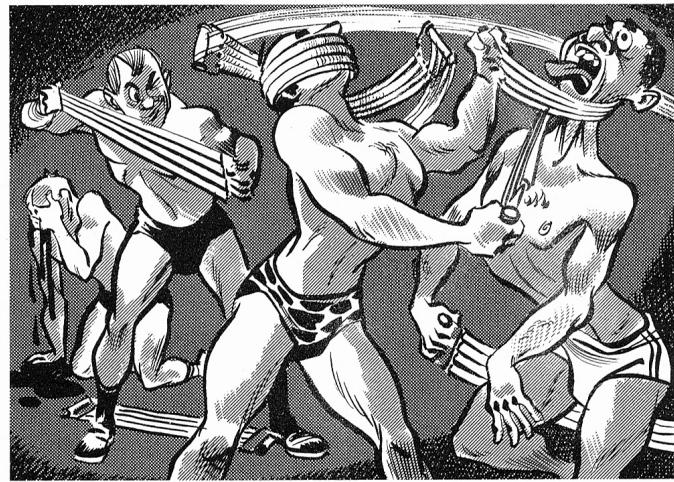
... can be used alone ...



... or with a friend ...



... or in larger groups!



THE HAND GRIPPER

This Spring-Mechanism comes in assorted sizes

"Large" develops both-hand muscles.



"Medium" develops one-hand muscles.



"Small" develops two-finger muscles.



"Tiny" develops one-finger muscles.



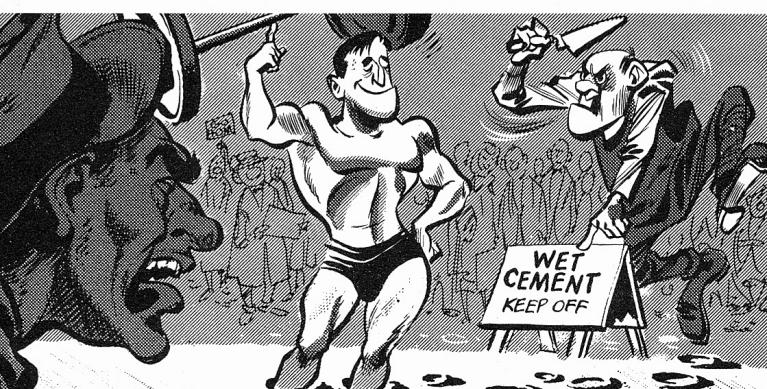
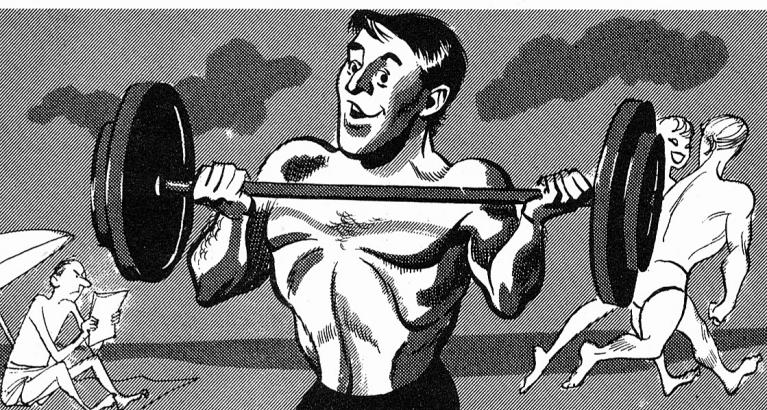
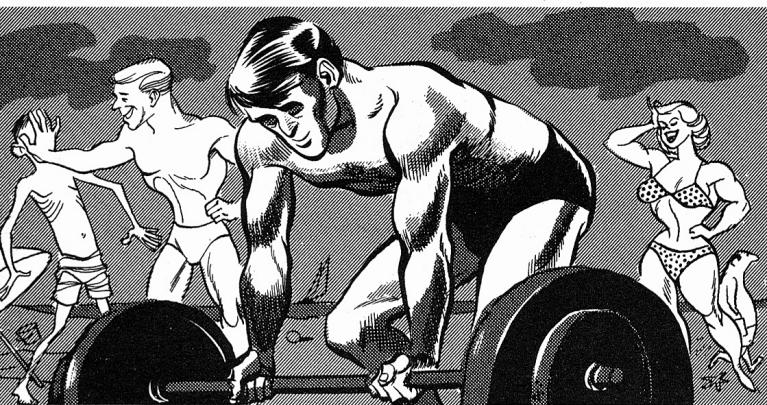
"Eentsy" develops fingernail muscles.



COMMON MISTAKES OF BODY-BUILDING

RIGHT

WRONG



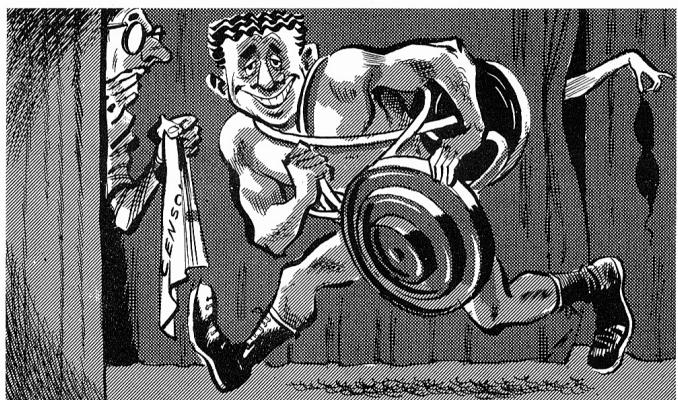
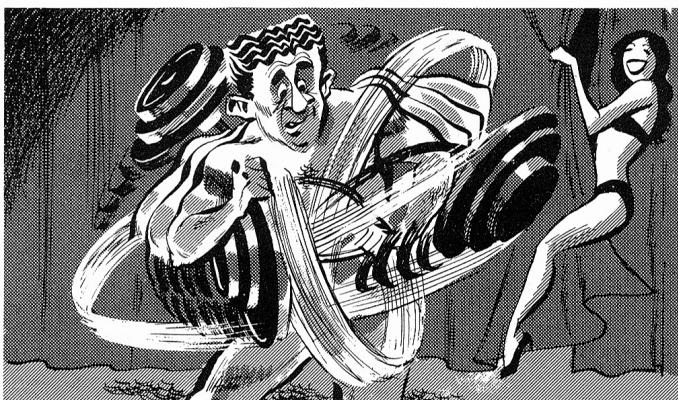
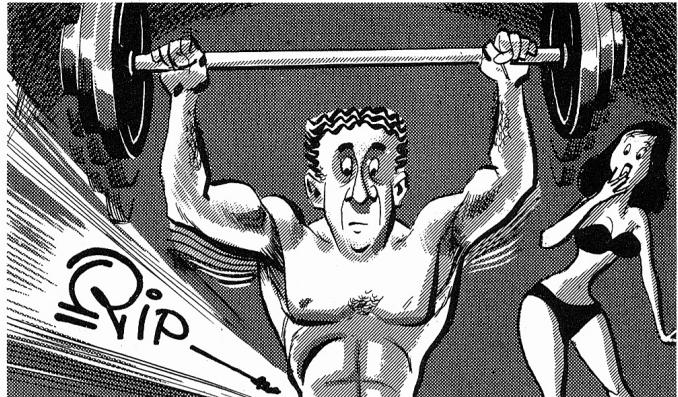
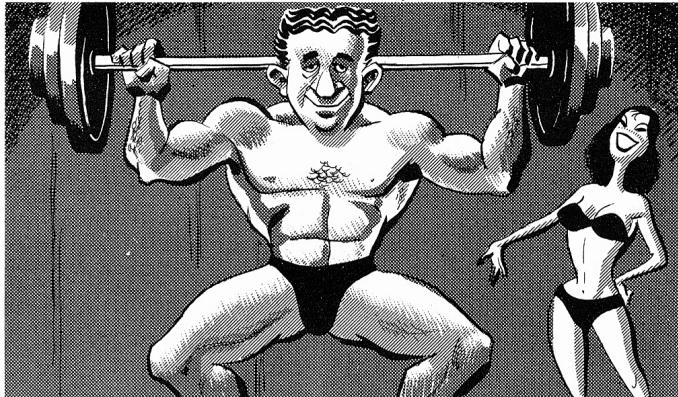
This experienced Body-Building enthusiast performs his weight-lifting exercises correctly...on a concrete floor.



This Body-Building beginner makes big mistake, foolishly performs weight-lifting exercises on wooden floor.

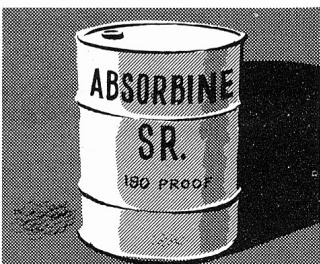
EGINNING WEIGHT-LIFTERS

TOO-TIGHT TIGHTS

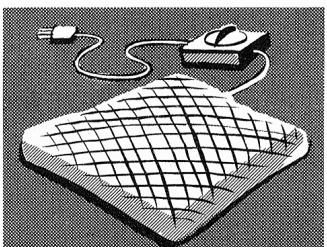


EXTRA EQUIPMENT

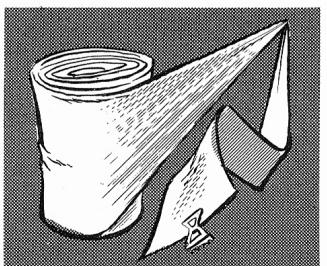
It is important for body-builders and weight-lifters to be fully-equipped for every facet of this invigorating pastime. It is also equally important for body-builders and weight-lifters to know when to utilize this equipment. Some equipment is for "before"—some equipment is for "after," and below, is some equipment for "too late!"



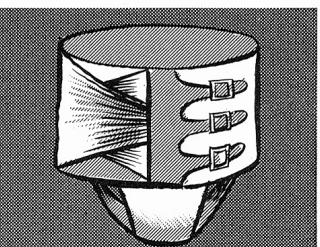
RUBBING LINIMENT



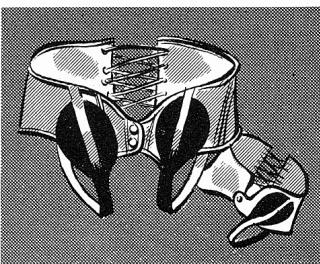
ELECTRIC HEAT PAD



ELASTIC BANDAGES



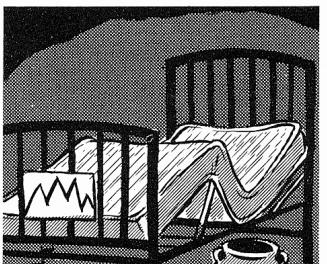
ABDOMINAL SUPPORT



ASSORTED TRUSSES



PAIR OF CRUTCHES



HOME HOSPITAL BED



PAID-UP POLICIES

**WHAT FORM OF
HORRIBLE PHYSICAL
ABUSE IS SOCIETY
POWERLESS
TO END?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

When it comes to the pain and horror of abuse, society has always been able to unite to put a stop to it. Today, however, there is a new abuse that is sweeping the nation and unfortunately, not much can be done about it. To find out what this kind of terrible physical abuse we're unable to control is, please fold page in as shown.

A►

FOLD THIS SECTION OVER LEFT

FOLD PAGE OVER LIKE THIS!

◀B FOLD BACK SO "A" MEETS "B"



**BOLD MEASURES HAVE FAILED TO REDUCE BLOODY
PHYSICAL ABUSE. MANY PEOPLE ARE OCCU-
PIED IN THE NASTY BUSINESS. SOME ARE SEAR-
CHING FOR A METHOD TO END THIS AWFUL THING**

A►

WRITER & ARTIST AL JAFFEE

◀B

**WHAT FORM OF
HORRIBLE PHYSICAL
ABUSE IS SOCIETY
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TO END?**

A►

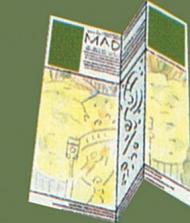
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◀B

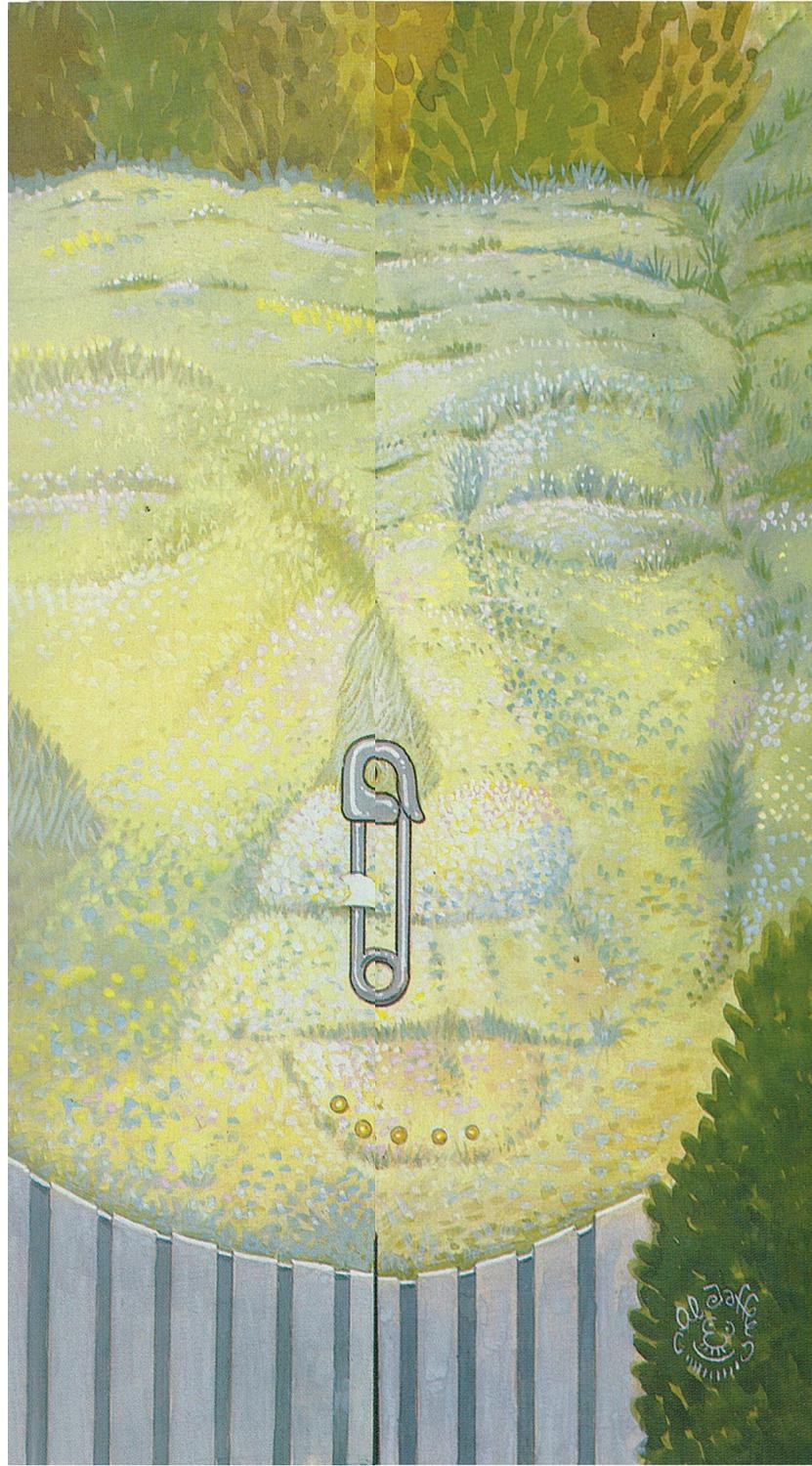
Al Jaffee

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FOLD PAGE OVER LIKE THIS!

A ► ◀ B FOLD BACK SO "A" MEETS "B"



BODY

**PIER-
CING**
A ► ◀ B



TM

SON OF ULTRON

"THIS FAN...
THIS MONSTER!"

